

BROADWAY

The GRAND CANYON *of*
AMERICAN BUSINESS

BROADWAY
ASSOCIATION
NEW YORK

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The Grand Canyon of American Business

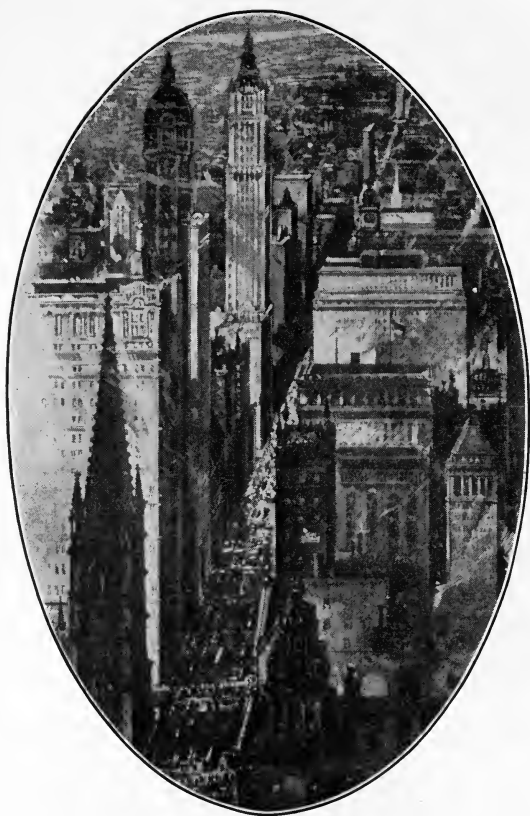


PRICE \$2.00

BROADWAY ASSOCIATION

NEW YORK

1926



“ Give a thought to Broadway ”

*Dedicated to
The Progress and Prosperity of
Greater New York
on the occasion of its
Three Hundredth Anniversary
1626-1926*

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INTRODUCTION

Five thousand years ago an Egyptian sage by name Ptah-Hotep a perfect and favorite of the reigning pharaoh, wrote a book for the purpose of putting on record some precepts of wisdom that were then old to the spirit of the times. He spoke this imperishable truth:

"If thou art a leader to decide the conditions of a large number of men, seek the best way. Justice is great, unchangeable, assured; it has not been disturbed since the time of Osiris. To put an obstacle in the way of the laws, is to open the way before violence."

Life currents of thought have not changed much during the many centuries of man's relation to man. The same laws that the wise men of the east promulgated are held as fundamental truths even to this day. The same desire to leave to future generations records of one's time and condition, is as prevalent today as in the time of Ptah-Hotep.

So to leave a record worthy of the spirit of the times and to chronicle some of the present day events occurring on a great single avenue of commerce, has been the purpose of this volume and the inspiration surrounding its publication.

With a pardonable civic pride and a patriotic devotion to a great American city, those who represent the progressive ideas of its outstanding thoroughfare—Broadway—have assembled their best thoughts in a word picture that you too may visualize the vastness and splendor of this titan community.

Appearing as it does on an occasion that marks the three hundredth anniversary of the founding of New York, the officers and directors of the Broadway Association respectfully dedicate this book to the future progress and prosperity of the city.

To those who have intimately participated in making this volume possible due acknowledgment is herewith made. For the inspiration that prompted Arthur L. Lee of the McAlpin Hotel, to provide the avenue through which these addresses were first

presented to the radio world over Station WMCA, our grateful thanks are extended. For the courteous attention received from the management of the radio studio we owe a debt of gratitude and to the ever present support of the American press we bow our cordial appreciation.

Finally, with the harmonious cooperation of the Board of Directors, whose appreciation of the labors attendant upon the presentation of this volume has been most encouraging, we commend the story of Broadway to your kindly judgment.

John E. Gratke,
Managing Director.

Broadway Association, Inc.
1465 Broadway
at 42nd Street
New York City
1926



THE SKY LINE OF BROADWAY

By LEE J. EASTMAN

President of the Broadway Association



There is an old familiar saying among the people of New York that if you wish to keep track of the changes in the skyline of Manhattan you should make a sightseeing tour of the city every six weeks, otherwise you will not be able to recognize the old home town.

This, by reason of the many building changes that are taking place with each new born day. What was considered a brown stone palace in the early 80's is today obsolete. In the same proportion as the horse drawn cart had to make way for the swift movement of the motor car, the skyline of Broadway has claimed its share of attention from the admiring world.

Fancy if you can how the skyline of Broadway might unfold to your vision as you enter the Harbor of New York. You first see the Statue of Liberty, where the waters of the Hudson and East Rivers meet, a short distance from the beginning of Manhattan Island. No more fitting symbol of friendship could be established at the entrance of any city than this noble gift of France to America as a token of esteem from one nation to another. No mightier hand of welcome could be outstretched to the man seeking the promised land than the light that shines from atop this Goddess of Freedom.

Then you see the tallest buildings in all the world spotted at intervals along the great avenue of wealth and towering before you like the monarchs of the primeval forests. If this scene is

laid before you at nightfall, your blood will tingle with delight at the dancing, flickering electric lights from the office windows in the sky. If it happens to be in the dull haze of the noon day sun, the gray spires of the many office buildings will look like a series of minarets as they peek through the blue rim of the sky.

We are going to start our brief journey at Battery Place, better known to the world as Castle Garden, a stone building where many millions of immigrants who now make up New York's cosmopolitan population landed from the Old World.

Castle Garden for many years has been used as a national aquarium where rare specimens of old ocean's gray and melancholy wastes are housed to the delight of thousands.

Here is where Broadway begins; Broadway which the Broadway Association has affectionately named the "Grand Canyon of American Business."

It was in old Castle Garden that Daniel Webster made most of his famous speeches. Webster formerly lived at No. 19 Broadway. The Great Lafayette was received at Castle Garden in 1824. President Andrew Jackson and President Tyler were officially honored within its walls. The first Italian opera to be given in America was a Castle Garden event and there Jenny Lind, the greatest soprano of her time, made her American debut.

Battery Park enjoys the cooling breezes of the Atlantic Ocean and within its center stands a monument to the memory of the great John Ericsson, builder of the Monitor.

Starting at No. 1 Broadway is the site of the old Kennedy House, appropriately marked by the Sons of the American Revolution. On the present building is this tablet: "Adjoining this site was the first Dutch Fort on Manhattan known as Fort New Amsterdam. In 1776 General Washington made his headquarters here and later General Howe during the British occupation."

Following Broadway one comes almost instantly into Bowling Green, faced on the south by the Federal Custom House, a massive stone structure; on the west by a series of steamship offices, foreign embassies and towering office buildings justifying the familiar reference to the Grand Canyon. This then, is Broadway.

Bowling Green is the oldest public park in New York. In early days it was used by the Dutch as a market place and playground.

In 1770 an equestrian statue of King George of England stood there. It was demolished by an angry mob in '76. The statue was made of lead and the material was remolded into bullets for use of the American Army, so the story reads.

The iron fence that protects this little park was brought from England in 1771. Part of this fence was restored a few years ago through the activity of the Broadway Association.

At 26 Broadway where the sky is apparently pierced by the height of the Standard Oil Building, said to be the largest office structure in the world, stood the home of Alexander Hamilton. Here he worked out the financial policies of the nation when he was Secretary of the Treasury.

No. 39 Broadway is the site of Washington's second New York residence.

No. 45 Broadway is practically the centre of Steamship Row, where the home of the United States Shipping Board is located. Steamship Row is an important part of Broadway. The lines represented carry over two million passengers annually to the marts of the world.

We are now near Old Trinity Church at the head of Wall Street. Its spire at one time was the loftiest point on Manhattan Island. It has been dwarfed into insignificance by such structures as the 40 story Equitable Building; the Trinity office building opposite the cemetery; the Singer Building with its 41 stories resembling Cleopatra's needle from a distance; and just to the north is St. Paul's chapel, the oldest church building in New York. Washington worshipped there when he was President. The pew that Washington occupied is marked with a shield of the United States.

Both Trinity and St. Paul's are now famous for their graveyards where many notables have been laid to rest adjoining these churches. The monuments of William Penn, Alexander Hamilton and other distinguished Americans are still maintained in these cemeteries facing Broadway.

A few steps east of Broadway on Liberty Street is where the New York Chamber of Commerce is located with its massive building of stone and carved statuary. This Chamber is the oldest civic body in the world. It was chartered by King George in 1768.

At 195 Broadway stands the American Telephone Building, huge in its proportions and colossal in the volume of its transactions.

Proceeding along Broadway we see an outstanding feature of the skyline in the Woolworth Building. It is 51 stories high and contains 40 acres of floor space.

City Hall Park is just to the north. This section of the city is worthy of a special story that will be told to you later in this series.

Just a few steps north is where the early home of John Jacob Astor stood facing Broadway and which developed into one of the famous hotels of its time. President Thomas Jefferson said that Astor was one of America's greatest business men.

Tracing our steps hurriedly northward we pass the nationally known Wanamaker stores occupying two full city blocks facing on Broadway. At 23rd Street we see the Metropolitan Tower; the Flatiron Building, New York's first skyscraper; and the site of old Madison Square Garden, the largest pavilion in New York which has been demolished to make room for a 22 story office building.

As we reach Herald Square the department stores, hotels, cafes, banks and theatres, begin to make up the skyline of the Great White Way.

At Times Square we see the lofty V-shaped Times Building, a landmark to all New Yorkers.

This atmosphere continues until we reach Columbus Circle where the main entrance to Central Park greets you. Here is where Broadway's famous automobile row begins.

No visit to New York is complete without a trip along Broadway at night to see the dazzling lights which make the night as bright as the day. The fascinating part of the journey is to see the surging traffic. At intervals a series of low buildings

are before your gaze and then a monument reaches 25 stories into the sky in testimony of some great merchant prince and his ideas.

Proceeding still further north we come to the new Broadway Temple, a business-church edifice that will rival the Woolworth Building in height. Then we see the skyline of Columbia University and Barnard College. Hereabouts occurred the historical Battle of Harlem.

Columbia University with 35,000 students requires an annual budget of ten million dollars to meet its educational needs.

Near here is another Trinity Church cemetery where rest the mortal remains of Audubon and Clement C. Moore who wrote " 'Twas the Night Before Christmas."

In Audubon Park is a group of notable buildings including the Hispanic Society of America and the National Geographical Society, Museum of the American Indian and the Numismatic Society.

Proceeding onward we pass Van Cortlandt Park near the city limits. Just across the line is busy, bustling Yonkers.

Near here is the quaint little stream called the Spuyten Duyvil, so named by a group of Germans while crossing the river during a great storm in "Spite of the Devil."

And yet Broadway continues officially as a street for 150 miles until it reaches Albany, the capital of the state. It is policed, lighted and paved nearly all the way.

In closing my wish to you is that some day you may see this "Grand Canyon of American Business" with your own eyes and feel its pulsating influence as I have tried to describe it.

THE STORY OF MANHATTAN ISLAND

By GEORGE L. SLAWSON

Past President Broadway Association



New York will celebrate the 300th anniversary of its founding in 1926, and with it the great street which bears the name of Broadway will share equally the honor and glory that attaches to the metropolis of this great state.

When Broadway as we know the street today, started to wind its way through the Island of Manhattan, its founders did not know that it would become the greatest business street in the world. In fact, Broadway was never laid out with any engineering skill. It was never planned, but it just grew until its path extends 150 miles into the heart of Albany, the capital of the state and finally loses itself in the northern climes of the Canadian borders.

The first director general of the Old Dutch Colony which gave to Manhattan its initial civic government was the redoubtable Peter Minuit. His administration began on Broadway by purchasing the Island of Manhattan from the Indians for the insignificant sum of \$24.00, so historians of the seventeenth century tell us. The payment was made in beads and other trinkets as the Indians knew nothing of the value of money at that time and thought less of it.

The transfer, however represented 22,000 acres of virgin soil and was the first real estate transaction in the history of New York State and to say the least the most astounding, notwithstanding the fact that a single lot today on lower Broadway runs well into the millions.

Fancy, if you can, that the present assessed valuation of New York exceeds eleven billion dollars, with three hundred millions

more represented in personal estates. Today New York has nearly half a million buildings; it has 3,800 miles of streets which if placed end to end would make an avenue, lined on both sides, extending from the Atlantic Ocean to the Pacific.

Manhattan is the center from which the great throbbing energy of New York radiates. Its transit lines on Manhattan Island carry 2,500,000 people to and from their daily intercourse in business every morning and evening. The people of New York consume eight hundred million gallons of water every day.

Yet, it was only in May 1900 that the first rock blast was made for the building of subways on Manhattan and it was not until 1904 that people knew what it meant to ride underground.

The subways were not popular in the beginning. In fact, they were pronounced a failure. But subsequent events illustrate that without this mode of transportation New York would not be such a sensitized business center as it is today.

The annual budget for the City of New York now reaches the enormous sum of four hundred million dollars. It takes that much money to police, light and protect the populace while at work and at play—over one million dollars a day.

The population of New York is estimated at eight million. The annual growth of the city is placed at 45,000 families who have to be clothed, housed, fed and protected, as in any other American city. This means an increased annual growth of 250,000 people who seem to become acclimatized, Americanized and Manhattanized without any apparent difficulty.

Father Knickerbocker is estimated now to have a family approximating the total population of fourteen states: namely, Arizona, Delaware, Idaho, Maine, Montana, Nevada, New Hampshire, New Mexico, North Dakota, Oregon, South Dakota, Utah, Vermont and Wyoming. These states have an average of about six people to the square mile, while little old New York has nearly 20,000 human souls to the square mile.

On Manhattan Island there is a string of skyscrapers that are notable in the world's history for size and physical value. To enumerate just a few of them, there is the Standard Oil Building, the largest office structure in the world at 26 Broadway.

It has a height of 480 feet and represents an investment of \$35,000,000; and the Equitable Building at 120 Broadway, 40 stories, with an assessed valuation of \$30,000,000; then Broadway points with pride to the Singer Building, needle like in shape and among the first towering edifices to attract the attention of the world's greatest builders; it has 41 stories, all its own, and covers nine and one-half acres of floor space. Its assessed value is placed at \$8,200,000.

Then comes the Woolworth Building, 51 stories and with an assessed valuation of \$11,250,000. It covers 40 acres of floor space and has a total height of 792 feet.

Possibly the outstanding structure of business on Broadway is found in the American Telephone and Telegraph Building at 195 Broadway. This center of activity on lower Broadway, a colossal institution, represents an invested value of \$17,800,000, and covers practically an entire block.

Radiating out of Broadway are such streets as Wall and Broad, where nations come to be financed. Lower Manhattan is very much like any other city. Its narrow streets and tall buildings form canyons where the sun seldom gets a chance to enter and the cold blasts of winter whistle their way unrelentingly while humanity barter and trades the livelong day. And yet, with all this, New York is comfortably housed and satisfied. Men come to the metropolis from all parts of the world with their problems and they find ways and means to set their ideas in motion.

A fascinating part of lower Manhattan is steamship row where the smartest ships that ply the seven seas find their inspiration. It is not an unusual scene to witness eight or ten thousand people on a sailing day depart to the old world from New York Harbor in search of romance and adventure. This, of course, does not represent Manhattanites in their entirety. People come to New York from all parts of the globe to shop and be entertained. It is estimated that over three hundred thousand visitors are taken care of each day by the hotels and private houses of Greater New York. During their stay they form part of the gay parades along Broadway and other avenues,

make sight-seeing trips to the outlying resorts, patronize the theatres and cafes and seek the numerous points of historical interest for which New York is famous.

One can gain a fair idea of the magnitude of Manhattan when told that the post office handles five million pieces of mail each business day of the year and its annual receipts for postage stamps, etc., reach the enormous total of sixty-five million dollars.

From this brief sketch you can gain a faint idea of the story of Manhattan. New York is a great American city, notwithstanding the reports to the contrary, that it is cold, money mad and inhospitable. Its donations to charity during the past year exceeded one hundred million dollars. Its charitable institutions cover every activity of human endeavor. Its civic organizations are the largest and most active in America.

The Broadway Association is one out of a series of a half hundred organizations that are ministering to the civic uplift of the community. The influence of the Broadway Association extends far and wide. The personnel of the organization is composed of the best men identified with the growth and prosperity of New York. The object of the Broadway Association is to preserve the traditions of this great street, advance its commerce, and enlighten those who are unfamiliar with its diversified forms of activity that they may become a part of and participate in the life that has made Broadway the admiration of the civilized world.

The Broadway Association acts as a clearing house for information concerning not only Broadway, but its environs. You are at liberty to communicate with the Association and offer suggestions that have come to your attention. You will find little Old New York will give a listening ear and extend the hand of hospitality when you come. That's New York.

THE LIGHTS THAT MADE BROADWAY FAMOUS

By L. L. STRAUSS

Second Vice-President of the Broadway Association



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I thought it might be of interest to recall some of the outstanding points in relation to the development of the art of street lighting, since my subject concerns the lights that made Broadway famous.

In the beginning of the use of electricity for light and power purposes, it might be considered an astonishing statement to say that it has been only 46 years since this powerful and useful energy has been applied to commercial uses.

Abraham Lincoln died ten years before the advent of electricity and therefore knew nothing of its beneficent influences upon our social and industrial life.

General Grant was the first President of the United States to witness the introduction of electricity for lighting. Eighteen presidents had come and gone before him, who were users of the tallow dip and kerosene lamp. There is no record in any of their executive proclamations demanding an improved system of illumination, and little did they realize that the time was near at hand for an evolution in the manufacture of artificial light, just as the spirit of transportation has changed the surface of our streets and eliminated distances.

The first public lighting system of record dates back to 1625 when the city of Boston established a few street cressets, a form of vessel to hold a torch, in which pine knots were lighted for the benefit of those who met on the commons after the sun went down.

In 1662 the city of Paris awoke to the necessity of making the night safe for pedestrians and established a series of street

lights under municipal observance for the public good. London immediately followed the custom and expressed a delight in the flicker of the candle light. However, regulation street lamps did not appear either in the United States or Europe until 1738.

The first record of any systematic plan to light the streets of New York appears in 1752 when the common council passed this edict: "That lights be put out in the dark-time of the moon within the city and for the ease of the inhabitants, that every seventh house cause a lantern and candle to be hung out on a pole, and the candles be lighted every night, and that the charge be defrayed in equal proportion by the inhabitants of the said seventh house upon penalty of nine pence for every default."

Whale oil illumination came into use as early as 1715 until it was displaced by mineral oil and gas. Whale oil lamp posts were erected around the City Hall and in Brooklyn householders were commanded to place candles in their windows to reduce crime and vice. It was not until 1820 that Brooklyn streets knew the splendor of whale oil lights.

Benjamin Franklin, whose name America reveres, had considerable to do with street illumination. In addition to flying a kite, as the story goes, he developed the first lighting unit of wooden posts for New York in which oil lamps were used.

When oil was discovered in Pennsylvania, in the year 1859, it changed the entire street lighting system and kerosene came into general use. Many towns and villages still find kerosene lamps useful, notwithstanding.

Illuminating gas dates back as far as 1802. Its discovery is credited to William Murdock, a German chemist. But lighting gas did not bear a very safe or popular reputation and its commercial development was slow alongside of the whale oil lamp. Yet both were troublesome factors owing to the crude mechanical equipment of the times.

Baltimore took a bold step in 1816 and installed a miniature gas plant for municipal lighting. New York followed in 1825 and laid a wooden gas main along Broadway from the Battery to Canal Street.

In 1885 Welsbach produced the first successful gas mantle

for outdoor illumination and Broadway then and there commenced upon its career as the best lighted street in the world. The city introduced the gas street lamp with a Welsbach burner along the entire length of Broadway, and thereby made possible what we now affectionately term the Great White Way.

In the meantime Niagara was peacefully flowing. Thomas Edison, the late Charles P. Steinmetz and other electrical engineers were at work in their laboratories around New York to harness the electric energy and give its useful light and power to the world.

These electrical giants had the invention of William Sturgeon, an English engineer, at their command, in the basic electrical unit known as the electro-magnet. It was Sturgeon who invented the electro-magnet just 100 years ago, and it is fitting to recall that at this period some substantial recognition should be given to the century of progress that has been made in the use of electricity. To that great engineer Watt we also owe a debt of gratitude for discovering the standard of measuring electricity.

Millions have heard of Broadway; millions hope still to see Broadway; hundreds of thousands are on Broadway nightly, but only a few realize what makes the Great White Way.

It was the possibility of the wholesale use of electricity, not alone for illuminating Broadway at nightfall, but as a means to advertise the "stars" who come to Broadway in their bid for public favor; the wide awake merchant who capitalized his business by the use of electricity, and the manufacturer who saw the economy in generating motive power by the use of electric current. The earliest record we have of the use of electricity for advertising purposes, was the sign erected at Broadway and 23rd Street, which advertised a popular ocean shore resort.

In the process of electrical evolution came the incandescent globe now more familiarly known as the Mazda lamp. In the early stages of outdoor illumination by electricity the arc lamp occupied an important part in the world's lighting process and gradually supplanted all of the oil and gas systems.

An incident in New York's street lighting came when electricity was adopted by the city authorizing poles 100 feet high to

be erected in Madison Square Park and Union Square from which high powered Brush Arc Lamps were suspended.

Today if all of the street lamps in New York were placed in a straight line at the present existing intervals, they would form a continuous route from New York to San Francisco and light this highway for three thousand miles.

Then contemplate if you can the single electric sign atop of the former six story building in Times Square that covered in length a full city block. This sign had 21 miles of copper wire to carry the current to nineteen thousand tiny electric light globes, and cost \$100,000 annually to operate.

I almost hesitate to visualize what the potential radiation would be if all of the twenty-five million candle power now in operation thruout New York were focused from one great lens. It would indeed be an infant rival of the sun.

Since the advent of electricity its use has developed to such an extent that many of the larger store buildings have given over space for advertising purposes with the result that the returns for sign rentals have been greater than the income from inside floor space.

Broadway's lights were dimmed during the period of the world war and were missed like the water when the well runs dry. As a matter of conservation the Government issued an order to curtail all electric energy and concentrate this power to war work. For some months Broadway lost its glitter, but on the return of the electric service it was just that much more magnetic.

To appreciate light and all it means to our social and industrial progress, one should enter New York from the Harbor front and thus see a forest of concrete and steel such as the picture stories tell of Manhattan and its canyons of modern science.

New York, altho a mighty wonder city of American ideals, is yet in the process of development.

The Association to which I belong is anxious to serve its members and make a substantial contribution to the progress of the city we claim our own. It invites cooperation and is mindful of its slogan to "Give a thought to Broadway" as it approaches its task with each new born day.

HISTORICAL CITY HALL PARK

By FRANK D. WATERMAN

Third Vice-President of the Broadway Association



It is always interesting to speak upon a subject that has an historical background. The story which I am to tell you concerns the inspiration and development of City Hall Park, which today can claim the distinction of being the seat of the greatest municipal government in the world.

It was my pleasure to have been an eye witness in the march of progress surrounding the development of this part of Manhattan. As a boy I walked across Brooklyn Bridge each day and observed the mighty hand of man fashion this public square into a thing of beauty and the center from which radiates the intricate details governing the five boroughs constituting Greater New York.

Brooklyn Bridge has played an integral part in the development of City Hall Park. For the past half century this span of steel across the East River has served as an aerial gateway of commerce between New York and Brooklyn. No other outlet from Manhattan has approached in volume of traffic that which the Brooklyn Bridge draws in its daily task of carrying its tens of thousands to and from their daily toil.

Until recent years all the great daily newspapers in New York graced the southern side of the park. The World, established by Joseph Pulitzer; the Sun under the guidance of Charles A. Dana; the Tribune under the inspiration of Horace Greeley; the Times under the leadership of Adolph Ochs; the Journal and American founded by Hearst; the Staats-Zeitung by Wolffram, and others of national note.

The people have since affectionately termed the district as "newspaper row."

Historically, there is no point within the confines of Manhattan Island that bears a closer relation to the founding of this great Republic than City Hall Park.

After the capture of Boston by General Washington, on March 17, 1776, the atmosphere in New York was filled with anxiety for fear the British would point its guns toward the great metropolis. News came from Philadelphia to New York on July 10, that Congress had adopted the Declaration of Independence and at once orders were given from the different brigades of the army to assemble on the Commons at six o'clock that evening. A hollow square was formed with General Washington and his staff on horseback in the center and there the Declaration of Independence was read for the first time to the people and thus the new-born nation was launched amid the enthusiastic cheers of the populace.

This ceremony took place on the site of the present fountain of Civic Virtue in the park. A bronze tablet commemorates the event on the City Hall Building.

With the restoration of peace in 1783 the City of New York made such admirable strides in both population and industry that the City Hall then located on Wall Street had soon outgrown its usefulness and the city authorities decided to build a new City Hall at the beginning of the 19th century. From this action the present City Hall Park became an actuality two years afterward.

The corner stone was laid by Mayor Livingstone on September 20, 1803, and the building finally occupied on the Fourth of July, 1811. The material used in its construction is of white Massachusetts marble. But even at this early date the Aldermanic group in charge of the destinies of the city, sought to economize with the city funds, and ordered that the rear wall of the City Hall, which then was the north side, should be finished in brownstone instead of the expensive white marble. This was done at a saving to the city of nearly \$50,000. Then in 1890 as City Hall Park completed its circle of activity, the brownstone wall was ordered painted white to resemble the marble and it stands thus today. The structure cost \$500,000.

It became the custom of New Yorkers to set their time pieces

by the four-faced clock in the tower of the City Hall which was the criterion of accuracy for over half a century.

Today this magnificent marble building is somewhat dwarfed by the skyline of steel and concrete fringing the park but nevertheless it remains a symbol of architectural beauty.

Stephen Jenkins, in his wonderful narrative of Broadway, entitled "The Greatest Street in the World," tells this story of an honest contractor engaged on the construction of the City Hall:

"The builder was obliged to draw the marble used in the construction of the City Hall from the sloops which brought it down the North River. He found the charges excessive, and therefore bought a mule to do the hauling, for which he charged the city 'to one mule \$22.' After the work was done, he found the mule more valuable than when he purchased it, so he credited the city 'by one mule \$24.' " Times have changed in the years that have passed but this \$2 credit to the public fund is significant of the Golden Rule period of the times that the world still admires.

In the City Hall many important events concerning the development of the city are a matter of record. Lafayette was received there in 1824 with distinguished honors; the opening of the Erie Canal and admission of Croton water; the laying of the Atlantic Cable 75 years ago; the centenary of Washington's inauguration; the Hudson-Fulton celebration and other important occasions were fittingly recognized there.

The Governor's Room in the City Hall contains the portraits of nearly all the Governors of the State beginning with George Clinton and many pieces of furniture connected with the first Federal Congress, are preserved there.

One of the specially gala occasions staged in City Hall Park was the celebration in honor of Cyrus W. Field, upon the second attempt to lay the Atlantic Cable. This was in the year 1858 when messages were exchanged between New York and England for the first time.

It was in the "picture room" of the City Hall where eleven men gathered and formed the New York Historical Society one hundred and twenty-one years ago. DeWitt Clinton was elected first president. The influence of the society was first felt in

1809 when it directed the bi-centenary celebration of the discovery of the Hudson River.

It was the custom during 1839 for the members of the common council to serve tea after their meetings at public expense. These parties eventually evolved into such orgies that Mayor Harper finally had to put a stop to them out of public decency.

The remains of several distinguished persons whom the city mourned have lain in state there. Among them were President Lincoln in April, 1865; General Grant in 1885; the body of John Howard Payne, the author of "Home, Sweet Home," was brought from Africa in 1883 to lay in state at the City Hall. It was a thoughtful period of respect that New York paid to the author of the sweetest song in the English language, that he should rest in his own beloved country.

During the Civil War the lower end of the park where the federal post office stands, was occupied by soldiers stationed in the city. The fountain adjoining was made use of as a military bath place.

The post office building was erected in the park during 1875 at a cost of six million dollars. It contains many of the court rooms of the federal government and now serves only as a sub-station for mail matter. This building has long since been inadequate to the needs of the department and was practically abandoned as a post office in 1911 when the government constructed a modern building west of the Pennsylvania station. New York has long since prayed for the removal of this monstrosity of a building, with a view to restoring the landscape to the most historic piece of ground within Manhattan.

Just north of the old post office facing Broadway, is a statue of Nathan Hale, a captain of the regular army of the United States, who gave his life for his country in the City of New York, September 26, 1776. It bears this inscription: "My only regret is that I have but one life to give for my country." The statue is the work of Sculptor Frederick Macmonnies and was erected by the Sons of the American Revolution in 1893, the anniversary of the evacuation of the city by the British.

At the city hall near the main entrance is a tablet describing the starting point for the building of the first underground railway. Ground was broken here on March 24, 1900.

Between the City Hall and Broadway is the Liberty Pole of New York that was formally dedicated on Flag Day, 1921. On this same spot stood the original Liberty Pole that was erected in the name of freedom on June 4, 1766.

The Municipal Building at the junction of Center Street and Park Row stands as a symbol to civic progress with its forty stories topped by the heroic figure of Civic Fame. In her left hand she holds a mural crown composed of five parapets symbolic of the five boroughs of Greater New York, and surrounded by a band of dolphins in recognition of the maritime atmosphere that prevails on the shores of Manhattan. The right arm of the figure holds a shield bearing the seal of the city. The Municipal building has a height of 550 feet above the street and cost the city \$12,000,000. Its construction was commenced in 1911.

The city government of New York has undergone many changes since Thomas Willett of Plymouth was appointed its first Mayor in June, 1665. The date of the adoption of the Seal of New York was 1664, when the authority of the city passed under English control from the Hollanders of New Amsterdam days and formally named after the Duke of York.

Father Knickerbocker is a mighty host. He ministers to a population of over six million people; has an annual tax budget reaching over four hundred million dollars and comes in close contact with every civilized country in the world. The city consumes \$4,000,000 worth of food stuff daily; looks after 4,000 miles of paved streets; has 600 public schools with over one million pupils and 33,000 teachers. There is a birth in the city every four minutes; a death occurs every 7½ minutes and a marriage every 7 minutes; has 500 churches for every color and creed; its theatres can comfortably seat over a million people at one and the same time; its 1,500 hotels will easily take care of 300,000 visitors in a single day, and yet New York is building greater and better with each succeeding day.

My story must end. I hope you caught a glimpse of the picture of City Hall Park in this brief narrative. I hope some day you will have the opportunity to see this municipal center as I have known and enjoyed it since boyhood.

NEW YORK'S RETAIL ZONE

By J. B. VANDEVER

Chairman of the Zoning Committee, Broadway Association



A great reformer once said: "New times demand new measures and new men." It is evident that this saying is as true now as on the day it was first uttered many years ago.

It is of the new measures I wish to speak, on which the future of New York's retail shopping and financial district ultimately rests.

When the Broadway Association awoke to the necessity of protecting Broadway and its environs from further encroachment by wholesale manufacturing, it adopted the "zoning principle," the wisest and most prudent course of stabilizing investments and perpetuating business intercourse without the hazard of choking the life out of a trade.

By zoning a given district is meant to circumscribe a definite area or region within which some distinguishing activity is permitted.

There is a condition existing on Manhattan Island that needs just such a major operation on account of the limited area over which business can expand. It is an unusual situation in New York. There seems to be no parallel like it in America if in the civilized world. The zoning principle, therefore, has attracted such widespread attention that the remedy to be applied is found in a restriction under the law to prohibit further wholesale manufacturing and to preserve the area designated to the use of shops, theatres, hotels and office buildings.

Strange as this procedure may seem to some progressive communities it nevertheless is a distinct necessity in New York to stop further manufacturing in the midtown section. As a rule

communities often seek new industries and do not hesitate to subsidize them.

Well does New York recognize that industry, commerce and activity make a metropolis possible, and without expansion, pay-rolls and interchange of commodities, there would be no trade. Yet New York's greatness lies in its ability to take care of big business and administer to its needs in a way no other city can readily compete with.

By establishing a Retail Zone in the midtown congested district, it naturally follows that a restriction is to be placed on the character of business to be allowed within that zone, just as the building code now regulates the type of buildings to best conserve the stability of the community. The retail zone has for its purpose the elimination of manufacturing for wholesale purposes. This will reserve the district for lighter demands of trade such as a shopping center for retail establishments, theatres, hotels, finance and professional agencies and assume the aspect of a clearing house without the hazard of forcing business centers to change so often to remote fields.

This, then is the simple purpose of the Retail Zone movement and it readily commends itself to all farseeing men whose investments depend upon the volume of business they can transact.

The Retail Zone plan also interlocks closely with the relief of traffic, and once applied automatically segregates the slow ponderous movement of commercial trucking; relieves the sidewalks from being used as shipping stations; stabilizes realty values and enlarges the area for the expansion of retail trade.

A well defined start has been made in this direction by the Save New York Committee, which deserves credit for inaugurating the first unit in the protection of the territory lying east of Sixth Avenue between 31st and 59th Streets, and thence extending west to Eighth Avenue between 31st and 35th Streets as a protecting zone surrounding Pennsylvania Terminal.

The Broadway Association lays claim to having advocated that this zoning territory be extended to afford the same protection to Broadway and thus preserve its already well established position as a shopping center and prevent further encroachment by ponderous manufacturing enterprises.

By a careful study of the proposal it will at once commend itself into a distinct advantage to the city and prove a perpetual source of relief in the future movement of traffic.

In the great scheme of city planning the present growth of New York was unseen; the evolution of our system of transportation undreamed of, and we believed our industrial limitations would not be reached for many years, if ever.

But today a crisis exists on Manhattan Island. The streets will not permit of much more traffic with any degree of safety and there is limited room left for intensive manufacturing in the midtown section.

The Borough of Manhattan is now a recognized clearing house for finance, industry and exposition purposes. Its established railroad terminals cannot be economically changed. Its flow of traffic will always remain along its great avenues by reason of its present environment. Equitable means must necessarily follow to safeguard these established avenues of commerce, prevent the constant shifting of trade centers and stabilize real estate investment.

The Borough of Manhattan by right of its inheritance should be preserved under a strict zoning system for all practical purposes and prohibited to further intensive manufacturing use.

Upon an adequate Zoning Plan being applied to the confines of Manhattan, particular emphasis should be placed upon the manufacturing facilities offered by the Boroughs of Brooklyn, Queens, Bronx, Richmond and adjacent counties.

Greater New York will always encourage manufacturing enterprises of every legitimate character and provide ways and means for a rapid and dignified intercourse of business.

Federal and state aid should be invited for a rapid extension of rail and mail facilities into the districts now awaiting development; a strict regard given to the disposition of vehicular traffic for the relief of present street congestion, and a system of terminals provided for the expansion of all public utilities.

Previous to any thought of zoning, factories were being located almost anywhere within the city limits, regardless of what damage followed to residential or business sections. As the city

grew, builders of homes and business blocks naturally avoided the factory districts, and it was ultimately discovered that the most desirable locations for the expansion of the city were being retarded.

The application of the restricted building district has developed greater livable quarters for homes, parks, drives and other attractions so necessary to the well being of every community.

The Building Zone in New York was established in 1916 and it has had the marvelous effect of giving to New York a skyline no other city in the world enjoys.

A living example of how realty values have been stabilized by the zoning restrictions, is seen on Fifth Avenue and the Grand Central Zone. This same principle can be applied to other parts of Manhattan.

No lesser authority than the traffic division of the Regional Plan of New York and Its Environs, estimates that in the year 2000 New York City will have a population of 11,880,000, while the New York region will reach 19,780,000 inhabitants. If these figures are true, then the signs of the times point to an immediate awakening to the adoption of the zoning principle. The law of adjustment will then follow along natural lines of city planning and there will be no after regrets.

The subject has been given the closest scrutiny by the largest and most influential civic bodies in New York and needs but the approval of the city officials to make the proposal effective.

Every man doing business in New York and who hopes to see his investment perpetuated should support the Zoning system. Its application will sustain the reputation which the city now holds, and will serve to enlarge its usefulness to mankind for generations to come.

TRAFFIC IN NEW YORK CITY

By J. E. HARRINGTON

Chairman, Traffic Committee, Broadway Association



Traffic in the City of New York is one of the gravest problems confronting our municipal government. The delay to traffic in the greater city area is estimated to be equal to the cost of the operation of the government itself, not taking into account the injuries and loss of life.

One hundred years ago, if our forefathers had even imagined the growth such as New York has made, they would undoubtedly have placed the long blocks north and south on Manhattan Island and the shorter blocks east and west, thereby greatly enlarging the street area over that which we have at present.

The four great causes that now congest traffic in New York are: the narrow streets; surface street cars; elevated railroads and automobile parking upon the public thoroughfares. If these four elements could be eliminated many of our traffic problems would be solved at least for the present.

There are still other forms of procedure for the relief of traffic that New York must eventually take into account owing to its rapidly increasing population. There is the concentrated population being assembled day after day in the newer and taller buildings that are being erected in almost every part of Manhattan Island that require additional transit facilities and added public utilities.

Probably the first step in the relief of traffic should be the substitution of the motor bus for the surface cars which would afford a more pliable range for surface traffic. Then the city should replace the elevated railroads with adequate subways. While a great many streets have been made wider to accom-

moderate the motor car by reducing the width of sidewalks, there are still many more streets that could be improved in this manner.

It is becoming absolutely necessary that parking regulations in New York be made for the sole purpose of relieving traffic and the rules should be vigorously enforced, otherwise they will be of no avail. If this is not done, the people will be unable in the near future to use their automobiles in the midtown section during the rush hours of the day. The congestion now caused by automobiles that are allowed to park on the streets by the hour and sometimes all day, is reacting to the detriment of business and the automobile owner who is willing to conform to the traffic regulations.

Congestion upon the streets of New York will never be relieved until the city provides parking spaces for automobiles. This can be accomplished in many ways. One is to utilize the park spaces at the intersection of streets for limited periods, both underground and upon the surface.

Efficient and economical automobile parking is found in the Ramp Garage plan already adopted by many other cities, but still awaiting development in New York. The greatest evil surrounding traffic congestion is not in the number of cars in use, but the abuse of the parking privilege.

Still another form of relief can be made possible by prohibiting heavy freight trucks on the streets between 8 A. M. and 6 P. M. This seems a drastic movement, but in order to enforce this regulation without injury to business, several central freight distributing stations could be established where merchandise can be assembled during the night. Freight trucks could thus be made to carry full loads from one station to another, just as the railroads now switch loaded freight cars. This would effect a great saving of time, avoid an endless expense and relieve the pressure of traffic to the faster moving vehicles that use the main streets in the day time.

The sightseeing and interurban buses now operating out of New York to other points are rapidly increasing in number. This form of traffic will continue to multiply because the motor bus has come to stay. The space now occupied by the many motor buses seen daily upon the streets of New York, is seriously interfering with the general conduct of business. The time has arrived for a

revision of the practice of the bus operators in using the streets to solicit trade, by substitution of terminals that will give them a starting point elsewhere than in the most congested centers.

The owners of these buses have a large amount of money invested in luxurious cars. They will continue to invest money each year in new equipment as their business expands. It is only fair that their investments should be protected and their right to operate fully established by law.

New York is one of the few cities in the United States where these large vehicles are allowed to use the streets for private business. Other cities have long since applied traffic remedies by establishing reasonable restrictions, inaugurating regular time schedules and providing adequate waiting rooms for the riding public.

It is only recently that the broad avenues on the extreme east and west sides of Manhattan Island have opened the way for much quicker automobile travel when entering and leaving the midtown section. Since traffic has been diverted to the east and west side routes, a noticeable relief has come to Broadway, Fifth, Madison and Park Avenues.

There is still another way to bring relief to north and south bound traffic by establishing additional tunnels and bridges on both the Hudson and East Rivers at frequent intervals. By these improvements automobiles east and west bound from Manhattan will not be obliged to use the streets north and south for any considerable distance. The present and future increase in traffic will demand at least twenty of such outlets from Manhattan within the course of the next few years.

The traffic problem in New York requires many additional outlets from Manhattan. The present situation is almost like trying to put a seven inch pipe into a six inch hole. The only relief that can be had is by enlarging the hole.

The taxicab in New York of which there are between fifteen and sixteen thousand, has also come to stay. The public demand for this service will increase their numbers day by day. For the city's good taxicabs should be properly regulated and given convenient public stands to pick up fares. This would curtail the evil of cruising upon the streets.

There are traffic experts who favor limiting the number of

taxicabs, but I can see no tangible reason for this unless the rule is applied to other business vehicles, and this would be neither lawful nor practical.

A general control of traffic by a system of signal lights from one central point, operating in unison for the guidance of traffic in all directions, will undoubtedly assist a great deal in giving traffic a greater speed and would prevent many accidents.

Signal lights must be made visible to the person driving and distinguishable under all circumstances otherwise they are of no avail. Law observance is the most essential element in the operation of a perfect traffic system. A combined effort on the part of the riding and driving public should be made to cooperate with the traffic department in obeying the rules and regulations established by the city. Every citizen should familiarize himself with the traffic laws, and when understood, the entire traffic situation will be improved and many accidents will be avoided. The streets belong to the people. Where special privilege is granted it soon resolves itself into an abuse.

These few suggestions, I trust, will give some food for thought. They have been made after a study of many years, and if applied by the city will bring immediate relief.

There is a greater traffic program to provide for future growth that will require a very large expenditure of money and a comprehensive plan for the best engineers to deal with.

Thirty years ago hardly anyone dreamed what the automobile industry had in store. Aerial navigation today exemplifies what the automobile represented a quarter of a century ago. We might assume that the development of the airplane will soon demand traffic regulations, hangars and parking spaces. Are we doing anything to provide for this innovation in transportation?

Let us give a thought in this direction before we awake to realize that it is too late. The air holds far greater possibilities in the field of transportation than the fondest hopes the pioneers ever held when the automobile was first produced. The airplane might lift us all out of our congested streets and solve the traffic problem of the future. Our traffic committee is endeavoring to render a distinct service in this direction. It will continue its research and welcome any suggestions you may have to offer.

WHERE THE WHITE WAY BEGINS

By ARTHUR L. LEE

Director Broadway Association



Show me what a community enjoys and I will tell you what kind of a city it is. The Great White Way is the nation's playground. A trip to the metropolis is not complete if it is not visited during the sunny hours of the day and patronized after nightfall when the myriad dancing lights and dazzling electric signs render a modern version of the torch of Prometheus.

Before starting our little journey over the Great White Way as we know it today, that portion of Broadway from 34th to 59th Streets, (which can be likened unto the trunk of a great tree, the cross streets representing its many branches), let us in retrospection review the early history of New York's theatrical enterprises.

In the days when the Dutch ruled this fair Island the first "House of Entertainment," as it was known, stood on the site of what is now 73 Pearl Street. In 1642 the City Hall was located there.

The Theatre Royal in John Street near Broad, built in 1767, and known after the Revolution as the John Street Theatre, was a playhouse often visited by the great Washington. Here he loved to see Mrs. Morris play Lady Teazle in "The School for Scandal." Many of my readers have enjoyed Minnie Maddern Fiske in the same role. It was in this theatre, on November 24, 1789, that the national President's March, "Hail, Columbia," we now call it, was played under the leadership of the Composer Fayles, for the first time.

The period when P. T. Barnum was conspicuously connected with the amusement world is also interesting. It was under his

management that Jenny Lind, "the Swedish Nightingale," made her American debut in 1850 at Castle Garden. At his Ann Street house Tom Thumb, the woolly horse, and other curiosities became celebrated.

For those who were not of the "upper ten" and could not be accused of being "ultra" in their tastes, the Circus, a large wooden building erected on Broadway near Canal Street in 1815, was the favored place of amusement. Some of these circus enterprises developed into theatres, as in the case of Niblo's Garden.

The Lyceum was built in 1850 on Broadway near Broome Street. It was later taken over by James W. Wallack and his two sons, Lester and Charles. The admission prices in those days were from 25 to 50 cents. Compare these prices with those of last October, when seats for the opening performance of the "Follies" were sold for \$22 and at the "Vanities" the price was \$25 for ring-side seats. Of course, our grandads might have enjoyed paying a little higher price if the "Artists and Models" of today were then treading the boards.

The first attempt to produce Italian opera in America was made in the Italian Opera House, built especially for the purpose at the southwest corner of Leonard and Church Streets. It became the National Theatre in 1836. The following year it was occupied by James W. Wallack with a company that made it popular for the first time. The second attempt in the opera field was made by Ferdinand Palmo in 1844, in the Chambers Street Theatre, where after failure it was opened by W. E. Burton in 1848. Wealthy Palmo died in poverty.

Minstrel troupes were also very popular then. Haverly's Minstrels was born on 14th Street. Among the celebrated colored players were Wallace King who made "Sally In Our Alley" a song hit, and Horace Weston, who played a gold banjo, the gift of Queen Victoria.

Henry Irving's memorable appearance in "The Bells" was made in Wallack's Star Theatre on Broadway between 13th and 14th Streets. This house also saw such actors as Modjeska, Lawrence Barrett, Booth, McCullough, Wilson Barrett and others.

A little below 14th Street was the scene of the famous riot of 1849, precipitated by friends of Edwin Forrest, an American actor, who had quarrelled with William Charles Macready, an English actor. When Macready played at the Astor Place Opera House, friends of Forrest's gathered and sought to prevent his appearance. This was an excuse for an unruly mob to gather outside the theatre and storm the house with stones.

The Old Chatham Theatre on Chatham Street sprang into fame about this time through the efforts of a young actor named J. Hudson Kirby. He persisted in the theory that the actor should reserve all his strength for scenes of carnage and death. He would pass through the early acts of a play carelessly but threw himself with force and fury into the death scenes. Some spectators found the early acts tiresome and often went to sleep, taking the precaution, however, to nudge a neighbor with the request that they be awakened for the death scene. And for long years after Kirby's time the catch phrase applied to any supreme effort was "Wake me up when Kirby dies."

The Academy of Music, built in 1854 on 14th Street formed a new center of art. This was the scene of the famous ball given to the Prince of Wales in 1859.

Near 22nd Street on Broadway stood Abbey's Park Theatre, where Lily Langtry was to make her first appearance, but the preceding evening saw the playhouse in flames. At 23rd Street in 1853 Franconi's Hippodrome was a favorite amusement place. It later gave way to the Fifth Avenue Hotel, famous for its "Amen Corner."

The Madison Square Theatre, on 24th Street, was one of the principal playhouses of the city. Among the players who appeared there were Comstock, Viola Allen, Agnes Booth and Eben Plymton. Booth's Theatre at 23rd and Sixth Avenue; and a little farther west, Koster and Bial's established the first legitimate music hall in New York. The Grand Opera House at 8th Avenue and 23rd Street was built by Pike. Italian opera was tried there and failed. It fell into the hands of Fisk and Gould.

Inasmuch as Madison Square Garden is now but a memory, permit me to remind you that Adelina Patti sang "Home, Sweet

Home" there as her final encore. The old Garden also saw Buffalo Bill, Barnum's "Greatest Show on Earth," the old horse shows, and gladiators of the prize ring from John L. Sullivan down to the present day.

Between 28th Street and the thirties, we had Wallack's, Daly's, Weber and Fields, the Brighton, the Manhattan, the Bijou.

In these days the Rialto ran from 13th Street to the Madison Square District, along Broadway. Today there is not a theatre on Broadway below 28th Street. As Broadway grew, the theatres grew with it.

Today the Great White Way begins at Greeley Square, in the shadow of Macy's, Saks' and Gimbel Brothers' magnificent department stores and under the windows of the McAlpin Hotel. It winds past the Herald Building where a few years ago the giant printing presses of James Gordon Bennett's great newspaper were viewed by thousands from the sidewalks. Towering business buildings line either side of the thoroughfare, and here and there a one-story taxpayer structure patiently awaits the day when it too will be supplanted by a commercial edifice more representative of Broadway's progress.

The Metropolitan Opera House commands attention at Broadway and 39th Street. Here Caruso's golden voice reached its highest notes and President Woodrow Wilson and other noted statesmen delivered memorable speeches. Here wealth in untold millions is represented nightly during the opera season in the "Diamond Horseshoe" and the lowly music lovers climb their way to the uppermost part of the house to enjoy the renditions of their favorite artist.

At 42nd Street stands the Times Building, the watch tower of the Great White Way. This is the hub around which three quarters of a million people nightly find their way through the White Way's five miles of streets to one of its hundred and one theatres, its five hundred restaurants, its ninety odd hotels. The nightly visitors to the lights of Broadway represent the total population of the cities of Atlanta and San Francisco combined. It is estimated that more than 21,000,000 people see the white lights annually.

From the upper windows of the Times Building the matinee crowds and evening throngs look like swarming bees on the sidewalks.

Thousands of taxicabs and private autos wind through the streets to deposit their occupants before one of the many theatres. It is here that police officers do as much in three hours as the ordinary post requires in a day's work.

The former Putnam Building at 43rd Street held a tablet marking the meeting place of Generals Washington and Putnam in Revolutionary days. On this site a 32 story Famous Players building will pierce the clouds. It will contain a Motion Picture Hall of Fame, and many office suites. What is said to be the largest office building clock in the world, with added chimes, will be erected in the tower. It is not expected that these bells will ring a curfew, for there is no closing time on the Great White Way. Activity abounds day and night. The clubs glitter after the curtain drops, the cabarets assume proportions of the busy midday hour and orchestras jazz the latest melodies to the tune of the terpsichore.

Passing the stately Astor Hotel at Broadway and 44th Street, we pause briefly before the world's largest motion picture theatres. They entertain thousands at their daily and evening performances. Continuing north we reach Columbus Circle at 59th Street, where the Gotham Bank Building claims the distinction of having the highest electric sign in all the world.

Along the Great White Way, so named by O. J. Gude years ago, big friendly electric signs flicker and weave their messages in vari-colored lights. There are more than 12,000 of these signs. To King Albert of Belgium, when visiting this part of Broadway, it appeared to be "teeming and violently illuminated by blazing signs that cover the walls of skyscrapers." The brilliantly lighted signs of this great thoroughfare are the wonder and envy of the civilized world.

David Belasco, in speaking of the Great White Way, once said: "Broadway is the brain of all streets, as well as the street of brains. The theatres have given it the romance of intellect, of emotion. The stage stimulates imagination and no great suc-

cess is achieved without the element of imagination. The crowd moves aside for the man with imagination, and nowhere else is it so appreciated as here."

It is the ambition of thousands to see the Great White Way and to play on Broadway. The success for which they are striving, the peak to which they are climbing, is only attained when they reach Broadway. Every star on Broadway is proclaimed by thousands of little electric lamps flashing the name of its latest arrival.

The Spirit of the Great White Way moved George M. Cohan to write "Give My Regards to Broadway," as well as the dainty little play "Forty-five Minutes from Broadway."

The Rialto of other days formed the foundation for the vast theatrical enterprises as of today. It marked a period in the development of a community destined to play a most important part in the world's history. In the blooming of the arts, the encouragement of culture, the enjoyment of the finer things of life, the drama has not been neglected.

WHERE NATIONS COME TO BE FINANCED

By JOHN WILLIAMS

Director Broadway Association



© Underwood & Underwood The title of this story is "Where Nations Come to be Financed." The answer, of course, is "New York." I wonder if we care why they come? They come, and that is all there is to it. Why not let it go at that? Don't you think that this is about the way it strikes the average New Yorker? And if it is, are we not doing ourselves a great injustice by letting the true meaning of this great city of New York escape us? If we are to understand why the nations come here to be financed, we must get a more intimate view of this city of ours. We must come to see it as the factor in the world that it is—probably the most extraordinary human factor in existence.

This city did not just happen. It is where it is and what it is in the logic of things. It is as reasonable that it should be the greatest city in the United States and in the world, as it is that the whirlpool at Niagara should be below the Falls instead of above, and that the great alluvial deposits in the Mississippi Valley should be in Louisiana and Mississippi rather than in Minnesota and Wisconsin.

This metropolis is definitely the product of natural forces. From the very beginning, world currents have touched here and each, in touching, has contributed something to the power we call New York. The same currents have made London and Paris and Constantinople and San Francisco and Tokyo and New Orleans, and all the rest of the cities. As they flowed past, they left something with each, but it seems to me they left most with New York.

I like to think of New York as an embodiment of power—the world's greatest; and power, you know, whether it be financial

or otherwise, does not stand still. It moves—that is the idea in power. And assuming proper regulation, it always moves towards the point where the demand is greatest, and then, when this demand has been supplied, it moves on again seeking other demand.

Our own Federal Reserve System, operating through its various banks, may be used as an illustration. The financial power of the System, through borrowing between its banks, flows from one part of the country to another and from one field of activity to another, almost without cessation, the direction of the flow being determined by the needs of business. In this way, all parts of the nation are kept in funds, the danger of undesirable accumulation of value is minimized, and a better condition of uniformity in interest rates made possible.

In some such general way but on a vastly greater scale do the various financial systems of the world strive towards the attainment of stabilization in world finance. The great centers like New York, London, Paris, Berlin, Tokyo, Buenos Aires, in effect are only relay stations upon the main line of world power. Their principal purpose is to discover demand wherever it may be, and then to send in its direction sufficient of power to serve the particular purpose. Smaller cities serve a generally similar purpose on a less important scale, and everywhere financial institutions are providing the facilities necessary in carrying on this immense System.

And so the nations come to New York. They come to sell, they come to buy. They come to introduce new styles and to get ideas for newer styles. But most of all, they come to be financed. Nations and cities and private enterprises, they come, not because they love us—they may or may not, probably not—not because our way of doing things is altogether agreeable to them, but because we have what they want, and because in an important sense, it is theirs as it is ours. We may not be able to understand all their ways, but they have discovered that we have a way of understanding their needs and of responding to them.

If it is a case of money, they know that ours is good, nice money with no invisible strings tied to it. And if it is a matter

of business, they know that it will be just business and nothing else. And too, they know that when they land in New York, the man they wish to see will be right there to meet them. If, before they start, they make a little judicious noise about their journey and intentions, he will do the rest.

It will be difficult to understand just why the nations come here to be financed and why we should expect them to come, unless we realize that New York City is a world center in the fullest sense of the word, not merely a New York State center or a center of business activity in the United States. It is our New York, but also the world's. Its successes, its splendor, are ours, and also its responsibilities. We control but do not own the power it expresses. Imagine a man in California claiming that the Pacific is an extension of San Francisco Bay, or a chap down in Kansas featuring a cyclone as his own private enterprise, and you will get the absurdity of New Yorkers really owning New York.

When we consider our city in a purely business sense, then it becomes just a reservoir of world power—a great relay station, the greatest in existence, where power of all kinds, power from all parts of the world, is made available for use in all parts of the world. To this accumulation of power, all the nations of the world have made contribution and upon it the nations of the world and the people of the world quite properly can and do draw when their needs suggest such action.

To most of us, New York is just a matter of brick and mortar and concrete and steel and noise; of buying and selling and trading and rushing about. The big picture will not be seen unless we seek it. Go down into lower New York, below Wall Street in the financial district—not in the day time, then it is just men and women and the rush of business. Go at night—say Sunday night, when for dozens of blocks there is hardly a human being in sight. And look around and see how it will affect you.

Then walk up Exchange Place to where it crosses New Street and take another look. Look down New Street towards the Bay and up towards Wall Street; then down the winding canyon of Exchange Place, and finally up Exchange Place between the overhanging skyscrapers to Broadway—each direction showing

only its narrow little patch of sky—and you will see, not beauty, not art, not the glories of nature, but probably the most stupendous exhibition of the work of men's hands to be found anywhere on the earth. And still, probably not a hundred persons among all our millions ever have seen it.

Or take an elevated position in the Grand Central Station during rush hour and see the world go by. Or go up into the Woolworth Tower some evening just after the city and the Jersey shores have been lighted, and look down upon a fairyland in which dwell and toil ten million human beings—and you may be able to get the beginnings of the idea of a world size New York.

But why do I say "New York" instead of "the United States?" Simply because the other fellow, the foreigner, says New York. He visits California to see the flowers and listen to that wonderful line of California talk about the health-giving properties of the most hateful fog outside London; and about the beauties of the burned up atmosphere of Los Angeles. He goes to Denver to get out of breath and see the world from the top of Pikes Peak; and farther south to look at the Grand Canyon; and down to Florida to bask in its sunshine and things. But when he thinks of dollars, particularly dollars he hopes to get, his mind soars straight to little old New York—not Washington, not even Chicago—*New York*—the same New York we New Yorkers sometimes think is not even on Main Street.

When European business men contemplate new enterprises, when foreign financiers are confronted with the task of rehabilitating business and solving nearly impossible financial problems; when governments dream dreams, realization upon which must cost money—they all have a way of wondering what New York thinks about it and of leaning in a most affectionate manner upon the shoulder of dear old Father Knickerbocker.

They know there is a place down the line called Washington, where laws and speeches are made. They even may have heard of Philadelphia and Boston and Chicago, but to them and for the major portion of their needs in our hemisphere, New York is the America of their dreams and of their intentions. And when you see a London or Paris or Berlin banker or business man wander-

ing about the United States generally, it is perfectly safe to assume that he is on some sort of a sporadic raid and using New York as his base of operations.

They tell a story of a man who, standing above Niagara, commented upon the extraordinary fact of the millions of gallons of water that went over the Falls. A friend remarked that the surprising thing would be if the water did not go over the Falls. "How can it help itself?" said he.

In some such way, the nations and the people of the nations come to New York. They come for various purposes, but in these times principally to be financed. The current of world power is running irresistibly in our direction, and the current of world demand will follow the same course. As the world becomes more nearly stabilized, the volume of these currents may change, but their direction will not change. New York, due to conditions which will not change, is on the main line. May we not consider the current of movement of this line like the current over Niagara—irresistible and unending?

Is it strange that they come to New York?

THE PRESS OF NEW YORK

By LOUIS WILEY

Director of the Broadway Association



The Broadway Association has asked me to speak on "The New York Newspapers and Broadway." The press could not avoid mentioning Broadway often even if it should wish to do so. For Broadway is the main artery of the life of our great city, just as the newspapers are the main artery of our daily intellectual life, bringing us information of the whole world, and especially of our community, the vast metropolis, the wonder city.

New York's newspapers from the beginning have been closely associated with Broadway. They have never drifted far away from this famous street. Two of the architectural monuments of Broadway were erected by newspapers—The Times Building at Times Square and the old Herald Building at Herald Square. The Sun is now issued from a Broadway building by Frank A. Munsey, * a courageous, public-spirited and straightforward publisher. The list of early newspapers of this city having a connection with Broadway is too long to mention in detail, but the old building of The Evening Mail, designed by Stanford White, will be recalled by many.

The Evening Post, for more than a century now a distinguished part of our city's journalism, was published for years from the building at Broadway and Cortlandt Street.

The first New York newspaper was published in 1725, probably on Nov. 8. It was The New York Gazette, issued by New York's first printer, William Bradford, who sleeps in Trinity Churchyard, Broadway.

Broadway is a street which, having an interesting history,

does not live in the past but in the present and for the future. New York's newspapers are like Broadway in that respect. Just as our city is a symbol of the progress, the wealth and the industry of our great Republic, so have New York's newspapers set a standard of enterprise in news gathering, of devotion to high ideals, of public service to the community. The names of New York's newspapers past and present are representative of the best in journalistic ability, enterprise and success.

The daily newspapers published in English on Manhattan Island, exclusive of trade newspapers, have the astounding total daily circulation of 4,039,286 copies. That is one measure of the influence of the New York press. The total is approximately twice the number of families in the entire metropolitan district. There is no other cohesive force, not even our schools, which is so important in the life of our community as the newspaper, the bringer of news.

The New York newspapers are the city's universal bond of rich and poor. They are sold at a price within the reach of all. The newspaper of today is performing its task of gathering the news better than ever before, serving its readers with world news at an expense which would have been prohibitive even two decades ago. The New York Times' bill for telegraph and cable tolls alone in gathering the news is more than \$300,000 a year, about \$1,000 a day. The news of the world, sent by cable, wireless, telegraph, telephone and messenger, is put in the hands of the reader fresh every day. Feats of news reporting which would have been marvels of a few decades ago are the commonplace of today. It frequently happens that American readers have the full text of a foreign Premier's speech simultaneously with readers a short distance from London or Paris, despite the difference in time.

New York's newspapers live up to their responsibility of assembling and printing the news of the greatest and richest community on earth. New York is not the political capital of the United States, but it is the financial, business, intellectual and residential capital of our country. Its newspapers faithfully represent that importance. The New York press informs the taxpayers of the acts of the city government whose annual budget

of \$375,000,000 exceeds by \$100,000,000 the combined budgets of all the States west of the Mississippi River.

It is sometimes said that the newspapers print too much about crime. They do not publish too much in proportion to the importance of that regrettable part of our community life. The people have it in their power to reduce this news by stopping the commission of crime. On the other hand, newspapers I admit, do print too much about subways in proportion to the number of subways we have.

The newspapers of New York have been a constant influence for the better government of our city by presenting the news fully and fairly. Their news columns are open without bias to all political parties, and no citizen can say that he or she has been unable to form an impartial opinion for want of the facts on all sides. The obligation to give the news is the public trust held by newspapers, and the New York press has conspicuously lived up to that trust.

New York's newspaper history has included a long roll of journalistic giants—Raymond, Greeley, Godkin, Bryant, Dana, Bennett Sr., Pulitzer, Miller and Adolph S. Ochs, the outstanding leader in modern newspaper publishing. Great as the editors and publishers of the earlier days were in their profession, the modern newspaper, product of marvelous organization and mechanical facilities, is unquestionably better, judged by practically every test. The newspaper of the days of Greeley and Raymond lived primarily for the editorial page, and news was as limited in scope as it was likely to be unlimited in bias. Today the newspapers make their greatest effort the gathering and printing of the news, which is as it should be. Of that news the great street of Broadway has a large share. The public confidence in and approval of the New York newspapers by its citizens are reflected in the present strength of the city's press.

*Mr. Munsey died 1925 and his newspaper enterprises are now being conducted by his estate.

MIDTOWN MANHATTAN

By F. V. BALDWIN

Director Broadway Association



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When Benjamin Franklin became Postmaster General of the United States 170 years ago, the first thing he did was to speed up the Postal Service between New York and Philadelphia from once a week in the summer and twice a month in the winter, to three times a week in the summer and once a week in the winter.

If the immortal Franklin could return today he would find thousands of bags of mail leaving New York every few minutes to all parts of the world, while the total receipts of the New York Post Office exceeds \$65,000,000 annually, and the matter of handling five million parcels of mail in a single day not an unusual occurrence.

New York is unlike London, Paris, Rome, Berlin, Tokio, Peking and others of the ancient cities of the Old World, for it lacks the scars of ages.

It was only 113 years ago when the capital of the United States was at the corner of Nassau and Wall Streets, where the sub-treasury building now stands in downtown Manhattan. New York can better be classed as a modern commercial city, imperial in its financial strength and titanic in its marvelous growth.

There are those who are bold enough to predict that within the next fifty years New York will have a population of over ten million. What will New York be when it has lived 2,000 years?

City Planning has taken hold of New York for a complete revision of its transportation facilities. Perpendicular buildings have long since set their standard of measurement over the prevailing custom in vogue elsewhere, and the dawning of a new era

of even greater proportions is anticipated within the period of this and the next generation.

Midtown Manhattan is indeed a colossus from the viewpoint of investment, but as yet has not received its full growth. Its expansion is still calling for more steel and concrete.

Groups of regional planning engineers and civic agencies are evolving new ideas in architecture, initiating time-saving devices, stimulating traffic as congestion burdens the thoroughfares, and providing air spaces and public comforts such as the necessity of the times and spirit of progress unfolds. Well has it been said that "times like these constantly demand new measures and new men."

New York will be 300 years old in 1926. Its record of achievement has been brilliant; its contribution to society has been constructive; its response to the country's call when danger threatened, has been spontaneous, and notwithstanding New York's mixed population of many tongues and foreign customs, it is distinctively an American city, ever patriotic, always loyal to a cause.

New York has grown to such proportions that it has been found necessary to divide the Metropolitan District into three separate sections. The downtown division is known to the outside world as the financial center, which includes Wall, Broad and lower Broadway, where nations come to place their securities in exchange for gold. The Midtown Section extends from 14th Street to 53rd, which embraces the retail shopping district, the two big railroad terminals, large hotels, department stores and theatrical center. The uptown district reaches all the way from Columbus Circle to the Harlem River, that claims wonderful and inviting Central Park, automobile row, and much of New York's residential population.

The Greater City has five boroughs that constitute the Municipality. Manhattan is the parent of the group and covers 22 square miles; the Bronx with its 41 square miles; Brooklyn has 77 square miles; Queens on Long Island has 130 square miles and Richmond or Staten Island 57 square miles of territory.

Within these 327 miles which is the total area of the greater city, lives a population exceeding six million people. One can readily visualize that this vast center of humanity naturally becomes one of the most compact markets in all the world.

Manhattan Island with its 22 square miles has a population greater than the State of Alabama, which has an area of nearly 62,000 square miles, and yet, New Yorkers believe that all of Alabama could make a visit to New York in any single day and business would proceed as usual without anyone commenting further than to say it was matinee day.

Midtown Manhattan is the distributing point for all the transportation lines that center in New York. Its two gigantic railroad terminals, the Grand Central and the Pennsylvania, vie with each other as to which can dispatch the greatest number of passengers in a single day. Mammoth steamship lines sailing the seven seas bring their quota of tradesmen, statesmen and sightseers daily to the shores of Manhattan, only to renew the activity of each new born day as New York awakes every morning to its daily tasks.

Our modern system of banking bears a very close relation to New York's progressive spirit. Like all the great fortunes and all the great men, New York has evolved from the corner grocery village to a towering exposition of steel and concrete, only to find out as the years pass, that new facilities have to be provided to take care of the onward march of industry and the refinements demanded by society.

Limited space in the Metropolitan district, coupled with engineering skill, brought the skyscraper to Manhattan. Every inch of available space has grown into such demand that Manhattan is rated as having the highest realty values of any city in the world.

Since the art of finance has developed into such a science in the United States, one can easily imagine that capital would be available in New York for every known enterprise.

In the great building program New York has undertaken since the close of the World War, the banks and insurance companies have been called upon to provide millions of dollars

annually in support of the men who pledged their faith in the future.

Since January 1, 1925 up to the present, \$340,000,000 has been provided for new downtown office buildings. Old landmarks that have contributed to New York's historic fame, are being dismantled only to make room for more modern skyscrapers. Many worthy structures rich in romance of the days past, eight and ten stories in height, fall before the march of progress in answer to the call of big business. In truth New York will be no mean city when it is finished.

The Midtown section of Manhattan is the home of the garment trades. Several hundred millions have been invested in a series of towering garment buildings of the most modern type peculiar to New York alone. By reason of this activity New York is credited with being the largest garment center in the world.

The production record recently computed shows that New York turned out five billion, three hundred and fifty million dollars worth of manufactured products last year. This gave employment to 600,000 wage earners in 27,493 factories scattered within the city limits. The garment industry leads in this activity and is rated as the second largest producer of wealth in the world, and exceeded only by the steel industry.

The reserve buying power of New York equals only that of its great wealth. A fair estimate of Father Knickerbocker's respect for wealth can be seen in the sixty odd savings banks operating in the city. The individual depositors in the savings banks alone exceed three million accounts yearly, with a total annual deposit of \$900,000,000 or a daily saving of over \$2,600,000 for each working day of the year. Nothing supplies more definite evidence of the city's wealth than the power of the people to save. Possibly this is one of the reasons why New York is so brilliantly equipped to enjoy the luxuries to be found in life.

This is the age of concentrated energy. New York has aided the rest of the world in applying the principles of cooperation. The corner grocery of ye olden time is now a chain of stores serving thousands instead of hundreds. Restaurants, bakeries,

shops, theatres, hotels and transportation, now operate very much like a symphony orchestra. Every branch of business plays very much the same tune under the direction of a single leader and with perfect harmony there are no discordant notes to mar the perfection sought in business as in music.

Within the metropolitan district are 107 separate banking institutions situated between 14th and 53rd Streets. And 37 of these are home offices, many of which maintain a half hundred foreign and domestic branches, in various localities to serve their particular constituents. In addition to this number there are 44 branch banks and 23 trust companies operating in the midtown section. Their combined capital is approximately \$292,138,000. The total deposits of these companies will exceed seven and a half billion dollars. The total assets of the three national insurance companies alone will reach three billion and a half dollars. This sum to keep the machinery of the city in motion.

The toll for foodstuff in New York will exceed four million dollars each working day of the year. It is estimated that 12,000 carloads of foodstuff enter the city weekly. An average of 2,300 carloads of canned goods and 9,000 carloads of grain and flour are received monthly.

In addition to this New York spends as much for amusement as it does for food. Its schools, libraries, colleges and parks exact \$95,000,000 annually for education and recreation; the annual interest debt of the city reaches \$80,000,000; the city markets will dispose of 750,000 pounds of fish daily, while its bakeries deliver an average of a million and a half loaves of bread to the city dwellers every 24 hours.

Among New York's largest expenditures can be included the transit program estimated to reach close to \$600,000,000 after the projected lines are in operation. The public school building program now in process of development will reach \$175,000,000 all in the interest of progress.

New York has been designated by some unthinking critics as unsympathetic, lacking in charity, cold to the outside world. In reality, New York is just the opposite. It is the largest contributor to charity of any modern city in the world. Its donations

to philanthropy and education last year exceeded \$100,000,000 and it is still giving to every worthy cause with lavish hand. There are no limitations to Father Knickerbocker's purse when a neighbor is stricken or the call comes from afar for aid.

I hope you all will have an opportunity to see little old New York some day. Then you will know that as a people we are all very much alike and you will understand why we Gothamites love the old home town.

May I ask you to forgive New York if it appears a little provincial at times, but New York's hospitality is boundless and its citizens generally succeed in leaving the impression of cordiality with strangers that stamps it as a great American city.

GRACE CHURCH, A LANDMARK OF BEAUTY

By REV. W. RUSSELL BOWIE, D. D.

Rector, Grace Church



Broadway is one of the world's great business avenues; but it does not belong only to business. Older than most of its business buildings, and more famous, are its churches.

At the head of Wall Street stands the old building of Trinity Church, but the age of the building itself by no means reaches back to equal the whole history of the parish. It was in 1697 that Trinity Parish was chartered by King William III, and in the following year, 1698, the first Trinity Church

was completed. At that time New York was only a tiny settlement in which the Dutch government had, a few years before, given place to the English occupation. One would hardly recognize much likeness to the harbour of the present city in the quaint old letters patent given by the government to the wardens and managers of the new Church. They were to have the privilege "To seize upon and secure all Weiffts, Wrecks, Drift Whales and whatsoever else Drives from the high sea and is then lost below high water mark and not having a lawful Owner within bounds and limits of his Majesties Province of New York. To tow ashore and then to cut up the said Whales and try into Oyle and secure the Whalebone," applying the proceeds "towards the building of the Church aforesaid and to no other use whatsoever until the same be perfectly finished." The Church lay beyond the north gate of the stockade of the city, and the lands out of which the endowments of the Parish were to come, and on which now stand some of the greatest buildings of New York, were called the King's Farm and the Queen's Farm.

The first Trinity Church stood until it was destroyed in the

fire of 1776, and lay in ruins until 1788, when it was rebuilt upon the same site on Broadway fronting Rector Street, which had received its name from the fact that the first Rector, the Rev. William Vesey, (from whom another downtown street is named) used to live there. In the second Trinity Church a pew was set apart for George Washington, then President of the United States.

For half a century the second Church was used, until in 1839 the weight of winter snows caused the roof to sag and the walls to spring and endanger the safety of the structure. Then, with Richard Upjohn as architect, there was built on the same ground where had stood the two earlier churches, the present noble structure of Trinity Church, with its lofty spire now still overtopped by the towering business buildings, yet nevertheless an impressive object at the end of the vista of Wall Street. Not only is Trinity Church at present the Mother-Church of a great Parish with services on Sunday to which its own people and many strangers come, but it is the centre of perhaps the most remarkable daily services of worship and of preaching held anywhere in America. Especially at the services each noonday in Lent, the Church is crowded by hundreds of people from the business district, and the preachers for these services are invited by the Rector from the outstanding men of this and other English-speaking nations.

Further north on Broadway stands the stately St. Paul's Chapel, part of Trinity Parish but older than Trinity Church itself. It was commenced in 1764 and finished in 1766, and is one of the finest examples of Colonial Church architecture

As one looks north up Broadway, through the long and arrow-like canyon of high buildings which stretches from the Battery straight north to Tenth Street on a day the atmosphere is clear he may see a white spire which seems to rise directly from the middle of the street. It is the marble tower and spire of Grace Church, one of the most beautiful landmarks of old New York, not only on Broadway but in the whole city. The story is that Henry Brevoort, who owned the land on which Grace Church now stands, once had a great tree on this site of which

he was particularly proud, and that his influence was sufficient to cause the diversion of the street at this point. Certain it is that Broadway runs without a bend or deflection from below Wall Street to Tenth, and at this point turns on an angle to the west, so that Grace Church, built a little beyond the corner, seems from Lower Broadway to be directly athwart the street.

Originally Grace Church was a part of Trinity Parish and was built to take care of that part of the congregation which could not find room in the second building of Trinity. It stood on the corner of Broadway and Rector streets, and a part of the first endowment of Grace Church was made up of lots in that vicinity generously given by the corporation of Trinity. The first building was finished at Broadway and Rector Street in 1808, and there the congregation of Grace Church worshipped for a generation. It was in 1846 that the new Church on Broadway and Tenth Street was completed.

It is curious to think what a different place New York was in that day from the New York of the present. People wondered whether Grace Church was not moving so far north as to be beyond the reach of its congregation. For awhile it was thought that the Church might be built on Union Square, which begins at 14th Street, but the committee was frightened at that extreme suggestion. To go as far north as Union Square seemed almost an adventure into the wilderness. In the delightful and comprehensive book called "Grace Church and Old New York," by Mr. William Rhinelanders Stewart, there are gathered a number of contemporary descriptions of the New York of three quarters of a century ago. Washington Square until 1829 had been the Potter's Field where the bodies of paupers and other unclaimed dead were buried, and it was only a little time before, that it had been turned into a park and the dignified square houses which look out upon it had begun to be built. A little girl named Catherine Elizabeth Havens kept a diary, and under the date of August 6, 1849, which was three years after the completion of Grace Church, she wrote:

"New York is getting very big and building up. I walk some mornings with my nurse before breakfast from our house

on Ninth Street up Fifth Avenue to Twenty-Third Street and down Broadway home. An officer stands in front of the House of Refuge on Madison Square ready to arrest bad people and he looks as if he would like to find some. Fifth Avenue is very muddy above Eighteenth Street, and there are no blocks of houses as there are downtown, but only two or three on a block.

"Stages run through Bleecker and Eighth Street and Ninth Street right past our house, and it puts me right to sleep when I come home from the country to hear them rumble along over the cobblestones. There is a line on Fourteenth Street too, and that is the highest uptown—I roll my hoop and jump the rope in the afternoon, sometimes in the Parade Ground on Washington Square and sometimes in Union Square. Union Square has a high iron railing around it and a fountain in the middle. My brother says he remembers when it was a pond and the farmers used to water their horses in it."

The architect of Grace Church was James Renwick who afterwards was to be the architect also of St. Patrick's Cathedral on Fifth Avenue. As the material for the Church, he selected marble, saying of it: "There is no material which combines the three elements of durability, beauty and economy, as well as white marble." The earliest description found of Grace Church was published in the "Description of the City of New York and Its Vicinity," by O. L. Holley, in 1847, and was as follows:

"This is one of the most splendid buildings in the city. The material of which it is constructed is of white marble, hewn but not hammered. It is built in the form of a cross. As viewed from Broadway, we are first presented with a lofty tower of about 24 feet square, and of about 110 feet elevation from the ground to the cornice; and from thence an octagon spire of wood, running up nearly as much higher and terminating in a cross. Attached to the tower is a building with its end to the street, of the same width as the tower, and extending inward about 54 feet, where it joins the center of the large structure, 87 feet long and 54 wide standing side to the street. Large, deep buttresses are built up between the windows and on the corners of the building all around with lofty pinnacles on their tops highly finished and

ornamented. There are three doors in front, two of moderate size and one very large. Over this main entrance is a large circular window of stained glass, and two tall oblong windows in each side of the upper section of the tower. Such is a 'bird's-eye view' of the outside."

Now let us enter the building; and here we are standing at once amid pillars and carved work, and have all the colors of the rainbow brought to our vision through more than forty windows of stained glass, each one giving some different hues. On a line with the sides of the gallery are sixteen massive columns eight on a side. The windows are all Gothic, three very large, one back of the pulpit and one in each end of the main building on the right and left of the pulpit. On each side of the pulpit are two circular windows while thirty-six others, large and small, are scattered above and below on the two sides.

Since the building of the Church in 1846 the plant of Grace Church has gradually been extended. Next door to the north is Grace House, a building used for Parish offices, and next to that the Rectory, both architecturally in keeping with the Church, and, because they are set back some distance from Broadway, making an open space and garden which has long been a conspicuous and unusual sight among the crowded buildings of Broadway. Back of the Church on Fourth Avenue are other buildings including the large Neighborhood House in which there is a day nursery, and the beautiful building of the Choir School in which the 28 boys of the choir live and are taught during the nine months' session of the School.

The music of Grace Church has long been famous for its beauty, and this is partly because of the fact that through the Choir School, the first school of its kind in America, it is possible for the choirmaster to have the boys together for short periods of rehearsal every day. At the services on Sunday the full choir of men and boys sing both at eleven o'clock and at the later Evensong Service at eight o'clock. This evening service has been for many years one of the noteworthy features of Church life in New York. Many strangers and visitors, of course, come to the morning service, but in the evening particularly many persons,

some of whom go to their own churches in the morning, come to Grace Church, not only from far parts of the city, but from communities around about. The boys of the choir sing also at the half-hour services held daily in the Church from Tuesday to Friday inclusive, at which there are hymns, prayers and a brief address.

In addition to the buildings on Broadway and Tenth Street, Grace Parish includes the large plant of Grace Chapel, its Vicarage, Clergy House, Parish House and Hospital on East Fourteenth Street between First and Second Avenues, where services are conducted on Sunday both in English and in Italian, and where there is a large weekday work; and Grace-House-in-the-Fields at New Canaan, used for summer vacations for the mothers and children of the city.

One association of Grace Church which has made it known to the minds of multitudes of people all over America, is through the fine old play of Denman Thompson, "The Old Homestead." Twenty years ago that was familiar on the stage in almost every city of America and was tremendously popular in its sentimental and humorous portrayal of the story of the country family and the boy who ran away to the city. It was outside of Grace Church that one of the scenes of the play was laid. The Church thus became associated in the minds of many people with the sweetening influence of religion in the life of a great city.

In 1873 a chime of bells was given as a memorial and hung in the tower of the Church. A year ago these bells were recast and other bells added to them, so that the present chime of bells is an unusually large and beautiful one, and its music, both on Sundays and for the daily services, reaches far over the neighborhood in the midst of which the Church stands. The chime as now constituted ranges from B flat to high F, including all the notes and all the flats and sharps between. The smallest bell weighs 250 pounds, and the largest bell, which is about five feet high, weighs more than two tons.

The spirit and ideals of Grace Church and its interpretation of what the Episcopal Church should stand for, continue consistent through the year. It has stood always for the reverent and

beautiful rendering of the Prayer Book service, and for loyalty to the essential heritage of the communion of which it is a part, but always for breadth of sympathy and comradeship with all religious people. In this time of much theological discussion, this Church in its message and in its work seeks to represent a Gospel which is fervent in its devotion, and which shall at the same time be expressed in terms that meet the questionings of the twentieth century. It welcomes into its fellowship all those who want to make the spirit of Jesus Christ real for the thought and life of the present day.

FOLLOWING THE PATH OF TRAVEL

By HENRY H. BIZALLION

Director Broadway Association



Photo by Williams

New York in the beginning was very much like any other young settlement. It has had its highly prosperous periods, but with equal composure has passed through famine, earthquakes, industrial strikes and political revolutions. In 1926 New York will be three hundred years old, just one hundred and fifty years the senior of the Republic itself.

Broadway, which cuts through New York like a great throbbing artery, found itself along with the natural growth of Manhattan. Beginning its bending and turning at Bowling Green, it pursues a northward path of fourteen miles within the city limits and then carries on to Albany, one hundred and fifty miles away.

Often called the "Grand Canyon of American Business," Broadway, in point of activity, volume of human and commercial traffic and variety of interest, has grown to be the leader among the main streets of the world, and is so famed from Tokio to Paris.

When New York was known as New Amsterdam, away back in the sixteenth century, there is no reason to believe that the courageous Dutch pioneers visioned what the fruits of their labor would be, nor the results of their political strivings. There was no thought of what we now know as city planning. One lane led into another without rhyme or reason, and came into being just as the natural result of social or commercial growth. Pearl Street, for example, begins on downtown Broadway, and comes back again to Broadway, after describing a graceful but illogical curve. Nevertheless, within this same curve, a world-dominating financial center has struck its roots, although the sec-

tion possesses today many of the physical aspects of what we so often call "Little Old New York."

So far as dimension is concerned, Wall Street is little more than a country lane. Broad Street, from where the great New York Stock Exchange addresses itself unceasingly to the industrial holdings of a great modern nation, is but a few feet wider than Wall Street. Both streets bear the impress of our national history. Old Trinity Church, at the head of Wall Street, furnishes the most possible striking contrast between the old and the new. Similarly, Washington's statue stands commandingly in front of the United States Treasury building on Wall Street, on the precise spot where the first President, himself an investor of no mean ability, took the oath of office.

This section of New York, particularly, is full of such contrasts, which make our history live as part of our daily lives.

Let our minds leave the Wall Street region and travel northward towards the present City Hall Park, the "Commons" of early days. Here was the old time meeting place on public occasions, and here, especially, in 1763, gathered the popular assembly in opposition to the Stamp Act. Here, too, where the County Court now stands, was the poor house and nearby was the jail, the stocks, the cage, the pillory and the whipping post. Further up our national main street, we come to the bend on Broadway near Tenth Street, around which the surface cars now sway and clang. This bend was made to preserve the Brevoort Homestead located at this point in the early days. At Union Square, a little north, the two important thoroughfares of the early days, the Bowery and Broadway, met at the Tulip Tree. From this point north, there was much fighting in revolutionary times, and on the 15th of September, 1776, the British landed at Kips Bay, from Long Island, in their endeavor to head off the American Army, then in retreat along Broadway at Bloomingdale Road, from a point starting at the Tulip Tree. It was at this hour that General Putnam, guided in his escape by Aaron Burr, rushed his troops out of the city to join General Washington at a point now known as Times Square, where the rushing today is of a very different kind.

As Manhattan's map of travel unfolded with the years and with the growth northward of business and society, more thought

was given to laying out its streets. The city fathers, coming into their own, provided parks and playgrounds, and then, in the fullness of time, surface, underground and elevated lines appeared, until business began to flow along Manhattan in orderly fashion.

In grappling with its transportation problems, New York was not always unmindful of its distinguished sons, although in this respect it could study with profit the example of many of the cities of the old world. Nevertheless, its many parks and squares are well represented with statues, too often not remarkable for artistic taste, to commemorate the achievements of both national and local figures.

To many, one of the most attractive of the city's breathing places is Battery Park, from where there is a continual picturesque panorama of the life and movement of New York's noble harbor.

Breaking up, in pleasing fashion, the asphalt stretches of lower Broadway, are the parks of Bowling Green, with much stirring history attached to them; Union Square, with its monuments and refreshing fountains, and Madison Square, now surrounded by buildings of commerce, but on whose borders the fashion of the town once lived, and which in later years, contributed so diversely to the city's entertainment by the presence of Madison Square Garden, now unfortunately, a memory of the past. However, the much-loved goddess of the Square, St. Gaudens' "Diana," has fortunately been removed to appropriate hunting grounds in the northern reaches of Manhattan.

Southeast, a short distance from Madison Square, is Gramercy Park, founded in 1831 by Samuel Ruggles, one of the few private parks of Greater New York. In its center stands the graceful bronze statue of America's greatest actor, Edwin Booth, facing the Players' Club, which was founded by the distinguished tragedian. There is no spot in all the city more grateful in its quiet and repose to the hurried New Yorker than Gramercy Park, with its old world charm, which even now stubbornly persists, surrounded everywhere, as it is, by the gods of modern business.

To the north is Central Park, which Broadway passes briefly at Columbus Circle. now often popularly called the "Heart of the

Town." New Yorkers perhaps do not properly appreciate the fact that European travelers frequently describe this beautiful playground, consisting of 845 acres, set down in the heart of the city, as the chief artistic achievement of America. As a piece of landscape gardening, it is possibly unique, and as an outdoor refuge for all classes of people, it has a practical use not enjoyed by any other of the world's famous parks. Added to the advantages it offers of actual country life within the steel and iron borders of a modern town, it gives generously of the pleasures of its drives, its bridle paths, its placid lakes, its band concerts, its art treasures housed in the Metropolitan Museum, for the enjoyment of the most diversified population on the face of the globe.

In 1892 the municipality properly saw fit to express the country's gratitude to Christopher Columbus by erecting a towering statue to his honor in the center of Columbus Circle. The action was none the less appropriate by reason of the fact that the monument was a gift from the Italian residents of New York, to fix in the minds of the people the four hundredth anniversary of the discovery of America by their fellow countryman.

Columbus Circle is aptly called the "Hub of New York." It has become so commonly accepted as a characteristic center of Manhattan, that on all of the country roads leading to the city, the sign posts set the distance from any given point in terms of Columbus Circle. Probably three-quarters of a million people pass through its boundaries in the course of a single business day. Served by nearly all of the transit lines, crossed and crisscrossed by thousands of swarming taxicabs, there is no locality to be singled out as more typical of the twentieth century evolution of the first city of the western world. Probably no portion of the town can point to a more varied or representative number of theatres, shops, banks and office buildings. Nor has it yet, by any means, come to its full growth. What Picadilly Square is to London, and the Place de l'Opera is to Paris, so is Columbus Circle to the new New York.

At this geographical point of Broadway's course ends my joint excursion into the past and the future.

THE SPIRIT OF TRANSPORTATION

By W. W. ARNHEIM

Member Traffic Committee, Broadway Association



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If there is any subject more important to New York than Traffic, I don't know what it is. New York is a great city, Broadway is its main artery and traffic is Broadway's chief problem. The only difference between Broadway and a country lane is the number of people who walk or ride on it. New York's growth, New York's development, New York's living problem (happy as it is at present) all depend upon the way in which its traffic is handled.

The one limiting element in constructing high office buildings is the elevators required to transport passengers. There comes a stage in the planning for additional stories when an additional floor would necessitate one more elevator, which in its passing to the street would take away more useable room than would be made available by the additional height. But for this one obstacle, office buildings would be economic one hundred stories high. As it is at present, the growth of a skyscraper is limited by its traffic requirements. In exactly the same way, New York's expansion is limited by its traffic facilities.

If New York is to develop, provision must be made for additional traffic space in the center of the city. If a new suburban sub-division is opened in Long Island, if a new tract is developed along Riverdale Avenue in Washington Heights, or if a section of Flatbush is reclaimed from the goats and opened for houses, traffic along Broadway becomes heavier. Traffic is the city's life-stream and every demand on its most extreme members must be provided for at the heart.

As the city is constantly growing, traffic facilities have an

additional burden to meet by the constant increase in the number of automobiles per capita. If New York's population were to stay the same year by year, the number of automobiles that congest the city streets would grow and grow past our present ability to handle them. This, added to the natural growth of the city, doubles the necessity of increasing traffic facilities in advance of the demands made upon them.

New York's traffic problem centers on Manhattan Island, where the greatest congestion occurs and where unfortunately the largest traffic obstacles are encountered. In many ways Manhattan's situation is as intricate as it can possibly be. Manhattan Island is long and narrow. If it were as wide as it is long, its flow of traffic would be divided by many main arteries. As its topography is limited, the greater bulk of its traffic must follow north and south on a very limited number of avenues. The congestion of these few avenues is already almost intolerable.

Manhattan is built so that its main streams of vehicular and pedestrian traffic tend to converge at its narrowest point which is at 57th Street, where like the neck of a bottle, free passage of traffic is restricted and retards the entire movement.

Traffic is a problem of getting from hither to thither; to do one's work, accomplish one's pleasure, or transport commodities. Traffic is something that strikes home to every one who lives in the metropolitan area. To those who motor, the intolerable delays which are at present unavoidable bring this lesson home to them. To all who are obliged to walk in the crowded centers, traffic congestion is a real thing and of extreme personal importance. Frequently, pedestrians are called upon to wait at street corners, or flee for their lives when venturing into the traffic stream.

Traffic affects every individual in a community, even if he never motors or walks in the congested area. Traffic costs him money. Avoidable delays in traffic increase the cost of living.

The Russell Sage Foundation, an eminent and competent disinterested authority, has estimated that avoidable traffic delays cost New York City \$1,000,000 per day. This means that unnecessary transportation difficulties and lack of reduceable costs

in transportation of commodities cause Mr. and Mrs. New Yorker to pay out \$365,000,000 every year that might otherwise be saved and used as an asset. Surely this is a subject to which every individual with a civic consciousness and every person with a sense of public duty, should devote his best thought.

Traffic is getting to be like the weather, everybody talks about it, but nobody does anything about it.

To improve traffic conditions we naturally have two divisions; first permanent planning for long distance development. This is an engineering problem and merits the best efforts of the most competent city engineering authorities.

The second division concerns steps that can be taken for the greater utilization of immediate facilities; reducing present traffic troubles by regulation, and the adoption of plans that will allow two cars to roll where one rolled before, as saving of time both for the chauffeurs and the vehicle. Some constructive work in this direction is now being performed by the traffic officials. To the credit of New York's Police Department and other municipal authorities, they have made greater strides to promote the free flow of traffic than has been experienced in the past 100 years. True, the necessity for traffic improvement has never been so great. Dividing the city into one-way streets, synchronizing traffic regulation by a signal light system; and many other similar changes, have given enormous relief. The opening of First and Tenth Avenues for long distance north and south trips, as thru traffic arteries, under the Borough President's plan, together with a campaign to educate the public in their use, has also accomplished wonderful results. Were it not for all of these measures, our streets would be inadequate to meet the traffic demands now made upon them.

But in the traffic program there are just as many changes, just as many improvements to be made, in order to secure the maximum use of our present streets, as those that have already been adopted.

Abolition of the surface cars; one hundred percent regulation of vehicular and pedestrian traffic by four-way lights at all corners; removal of objectionable subway kiosks in dangerous

places, the establishment of zone freight terminals and the further regulation of parking cars made possible by establishing ramp garages; the eliminating of cruising taxicabs and left hand turns, all are necessities, many of them obnoxious, and the city will soon be forced to adopt these measures.

In 1840, New York suffered from traffic congestion because of the numerous omnibuses. Later, surface cars appeared and reduced this trouble. Now, the surface cars have outgrown their usefulness. We must return again to the more flexible motor bus as a means of securing greater use of our streets. Elevated lines with their unsightly structures are entirely out of place upon our streets in this day of appreciative aesthetic values.

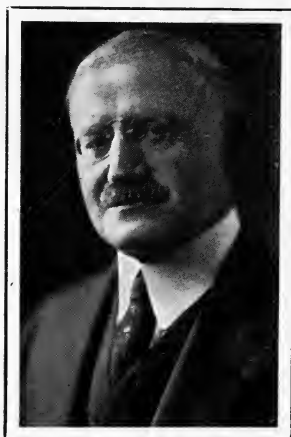
The vast army of commuters over our transit lines who are so vital a part of our city's life, sending forth its mighty horde each morning from the suburban districts, must all be corrected if New York ever hopes to stop this economic waste of time.

Some day a network of rapid transit lines will be established underneath the streets, with interlocking belt lines and connections so that the commuter can leave his home and go to his office without making any changes or losing any time. Strict regulation of street traffic should follow so that only such traffic which legitimately belongs on an avenue would be there, and be kept moving with maximum speed. Until this becomes a reality, let us bespeak the best thoughts and earnest cooperation of all citizens in support of every traffic improvement destined to relieve New York of its outstanding menace against the peaceful pursuits of business and social intercourse.

CRIMINALS AND THEIR TREATMENT

By HON. LEON C. WEINSTOCK

State Commissioner of Prisons
Director Broadway Association



One of the great humane, as well as economic questions of the day, is the conduct of our prisons. It is a problem that is receiving added attention year by year, as discussions in the press and on the air bring home to the public what this great question means to the community.

In the State of New York during 1924, 111,602 human beings were committed to the State's prisons, reformatories, penitentiaries, county jails, New York City penal institutions and to the Institution for Defective Delinquents. At the close of the year, these institutions held 13,706 prisoners. The cost to the State of New York for the maintenance of these institutions during the year was \$6,250,000.00.

Recently much has been said and written on the subject of the treatment of prisoners in our Penal Institutions, which conveys the impression that the life of the men confined is one of ease and comfort, and that prison holds no terror for evil-doers. Unfortunately, most of those venturing such opinions know little of prison life, and rely on general statements of the uninformed.

Brutal treatment and torture of the past have been eliminated. Prison life at its best is hard and filled with bitterness. The average person will see a fellow arrested, charged with a crime, tried, convicted, sent to prison, and satisfies himself with saying: "Well that is a job well done." He does not stop to consider that every year over one hundred thousand come out of prison and are spread about through society. The real question to my mind is, what has the State done to reclaim them? Have

they come out brutalized, hardened and embittered, antagonistic to society and vowing to seek vengeance upon the social structure, which means return to crime of probably a more serious nature, or has it done something to re-adjust and send them back into free life with a desire to become useful and law abiding citizens?

The fact that the convict is human and has a soul entitling him to reconsideration, does not interest the average citizen, and perhaps he will look at it from the cold-blooded attitude of the tax paying public that the prisons of the country cost millions to the State and communities. From their viewpoint, it is important that when a man has paid his penalty to the State for a crime committed, he may come back to free life in good health with some trade or accomplishment whereby he can rejoin the body politic and become a useful and decent citizen, and not be returned to prison to be a continued cost on the State.

Figures recently assembled by the Elmira Reformatory which takes young men between the ages of 16 and 30, show that within a period of years out of 12,000 young men who have passed through that institution, 67% have never again come in conflict with the law. I believe that these figures apply generally to our State's Prisons. We hear much, and often, particularly in these times, of the repeating criminal who has served a time in the State's prisons or reformatory, but very little of the great body of men who have fallen, taken their medicine, and thereafter gone straight.

It has been the effort of the State Commission of Prisons during all the years that I have been State Commissioner, to urge the authorities in charge of the Penal Institutions to provide healthful surroundings, proper amount of exercise, decent cells for men to live in during their confinement, teach them useful trades, give them education which was lacking upon entering prison, and then to keep them employed at productive work during the term of their imprisonment.

In an address, Lewis E. Lawes, Warden of Sing Sing Prison said, "There are honest differences of opinion as to which is the most efficacious treatment of prisoners." He adds, "No system can succeed which does not at all times take cognizance of the

fact that the prison authorities are dealing with human beings."

The State Prison Commission has during its existence brought about the establishment of industries in the prisons and the production now runs upward of one million five hundred thousand dollars per annum, with efforts under way to greatly increase the output. Within a few years it has arranged for the manufacture of automobile license plates previously done by outside manufacturers, with an estimated saving to the State of about \$200,000 annually. It has recommended the employment of prisoners on improvement of highways, and a great mileage of good roads has been built in the State by the prisoners. Farm work has been encouraged in the prisons, penitentiaries and county jails, and a large number of men are continuously employed in this healthful and productive work.

Prison life is not without its touch of humor, as evidenced some years ago on one of my visits to Sing Sing. Arriving at the prison I asked the Warden to send for a barber. Thereupon came an inmate to shave me. While he lathered my face and stropped his razor we became acquainted. I asked him what "his bit" was (which is a prison term meaning—"how long are you in here for?") and he replied, "I am a lifer," and continued to shave me. "What did you do to be sent here for life?" I continued, and he replied, waving his razor in the air excitedly, "I cut the throat of my wife and brother-in-law with a razor." Imagine my feeling reclining in the chair and he shaving me? I asked him to stop for a moment, mentioning that I had to telephone and would be back in a minute. I will let my readers guess whether I returned or not.

The Prison Commission has seen the elimination of the dark cell, the dungeon, striped clothing, lock-step and the shaved head. It has gone through the period in which inhuman and uncalled-for punishments were abolished.

The Commission accomplished good work in wiping out unsanitary and unhealthful county jails, village lockups and police stations in the State. Forty-five new county jails have been built since the Commission came into existence, and many have been remodeled and enlarged.

Last summer while visiting Sing Sing with Sir Thomas Lipton, and going through the illiterates' schoolroom—in which one of the teachers was a very prominent man, I introduced Sir Thomas, who became very much interested in his work.

Upon leaving the classroom, Sir Thomas shook hands with him saying—"Goodbye, sir, I am very glad to have made your acquaintance; you are doing a great work and I hope you will be here for many years to come."

The striped uniforms no longer being worn by prisoners, had left Sir Thomas of course, under the impression that this teacher was a paid professor and not an inmate.

His embarrassment later knew no bounds when I told him this man was Mr. Anderson, the former Superintendent of the Anti-Saloon League and a prisoner just as anxious to finish his term as any other inmate.

The greatest compensation that I have received is that six out of ten of those who have been unfortunate enough to be sent to prison, have taken their places as useful members of society. In any great work of human salvage, surely such a result is most gratifying.

It is my earnest hope that more and more of our citizens will study the prison problem and become intimately informed as to the existing principles of our prison management.

I believe that if they will seriously and honestly investigate this important social problem, they will feel that the attitude of the State Commission of Prisons in relation to the treatment of prisoners, is a sane, just and humane one.

FUTURE OF NEW YORK'S SKY LINE

By HON. ARTHUR WILLIAMS

Director Broadway Association



Probably all of us have seen in motion pictures how a plant opens from the hard, tight bud to the full-blown flower. If we could actually see the growth of New York in the same way, what an amazing picture it would be—the modern skyscraper apartment houses and office buildings springing up where once were little three story dwellings and places of business, the horse car giving way to the electric vehicle, and all the other numerous changes that mark the modern city from the city of a hundred years ago. And we should see that the growth of the city kept step exactly with the growth of public utilities and that, with the discovery of electricity, and its consequent utilization, the City of New York fairly leapt into the air, burrowed under ground, and raced northward along Manhattan Island.

Comparatively few New Yorkers realize the tremendous development of their great city within the last hundred years. When we consider, for instance, that in the first part of the nineteenth century the fashionable promenade of the day ran by City Hall Park, that sixty years ago Broadway between 34th Street and 42nd Street was still little more than a winding country road—the bulk of New York's business being transacted below Union Square and that it was not until 1901 the first street cars were run by electric power, we can get some idea of the gigantic strides our city has made towards its present size during the past score of years.

Ever since the first settlements made by the early Dutch colonists on the southern tip of Manhattan known as the Bowling

Green, the city of New York has spread northward over the entire length of the island. But it was not until the power of electricity had been harnessed to perform superhuman tasks for us that our great city as we know it today really came into being. Only when we learned the tremendous potentialities of electricity for light and power did our city take on its titanic stature of today, with its extensive subway systems, its towering skyscrapers, its hundreds of thousands of comfortable homes.

With the rapid growth of transportation facilities through the development of electricity, has come the gradual shifting northward of business activity. This tendency, according to the Regional Plan of New York and its Environs is today more marked than ever. The skyline of New York is changing so rapidly that many New Yorkers have come to take this startling fact almost as a matter of course. Yet when we stop to observe and study the day to day growth of New York we are amazed at the great changes that are taking place right under our very eyes. Every day small old buildings are being torn down and new and greater buildings erected in their place. The city hums with the tremendous activity of construction. Every day our newspapers tell us of the many new buildings that are to be put up in the near future. To take only two instances: there is the 56 story hotel that is to be erected on the site of the the present Vanderbilt Mansion; while much farther uptown, in a section that ten years ago was largely open fields, a skyscraper church is at present under construction.

What do these things mean? They mean that New York—already the largest city in the world—is still growing at an intense speed and that its skyline is constantly changing with new and striking results. They mean that the task of adequately providing dwelling places and transportation facilities for its ever increasing population and of providing power for its tremendous industrial activities will be among the big problems of the future. Great as is the part played by public utilities in the life of everyone today it will be vastly increased with the future growth of New York.

I wonder just what "public utilities" mean to most of us?

When we pick up the telephone receiver and ask for our number, do we fully realize the extent of the machinery we set in motion by our simple request? And when we press the button and light floods the room, or the electric fan starts whirling, or the percolator begins to boil, do we realize the huge organization and equipment necessary that we may have light and fresh air and boiling water whenever we desire? When we turn the valve of our gas stove do we realize that we are tapping a source of heat energy which it has taken nature centuries to accumulate and which is made available to us only through the investment of millions of dollars and the labor of thousands of men? Do we really appreciate that we are only one among some six million people and yet, so extensive is the service at our command, we can be served at a speed and over distances unthinkable to New Yorkers of a hundred years ago?

It is this service working day and night for the individual and for the six million alike that has played a great part in making possible the impressive skyline of New York today. Seventy-five years from now—again growing—from estimates submitted to the Regional Plan of New York and its Environs—New York City will have a population of nearly 18,000,000 and the environs including Nassau and Westchester Counties in New York, part of Fairfield county in Connecticut, and Bergen, Essex and Union counties in New Jersey will have about 9,000,000 more. A third area ultimately to be included in the Metropolitan District, the Regional Plan says, will further increase the population by about 3,000,000 giving a total of about 29,000,000 for the Metropolitan area. We can readily imagine, then, what problems of housing, of transportation and of industry the future has in store for us. With such a population in mind, only the eye of a prophet can do justice to the future skyline of New York, but whatever that skyline may be—and it is certain to be tremendously impressive—it will, as it has in the past, be the natural outcome of the growth of public utility service.

THE MUNICIPAL HOUSEWIFE

By FRANK M. ZITTELL

Director of the Broadway Association



In the spring when a young man's fancy lightly turns to thoughts romantic, and the home manager decides it is time to clean house, many of us try to find an excuse to run out of town on important business. Spring cleaning is a job we all like to postpone as long and as often as possible, and one which we are mighty glad to see finished.

Imagine, then Father Knickerbocker's task of keeping the streets of New York clean. It's a twenty-four hour job, year in and year out. A perpetual spring-cleaning activity. Of course, he turns it over to his Municipal Housewife, none other than our very capable and efficient Street Cleaning Department.

Back in 1699 when the thoroughfares were lighted by candles, the first attempt at cleaning the streets was made by the public officials. Public scavengers, as they were called, were employed. It is also recorded that in 1684 when Manhattan Island was under English rule and Thomas Dongan was governor, an edict was issued ordering swine off the streets, although as late as 1842 Charles Dickens mentions in his "American Notes" that on such an important thoroughfare as Broadway "much of the garbage is consumed by pigs who roam the streets of the city."

The comparison is really not justified because in those days there were but few paved streets. In 1658 when Peter Stuyvesant was governor, it is written "several streets were paved with stone."

Today New York has more than 3,000 miles of paved streets, and the task of clearing away its rubbish and garbage requires

more than 8,200 men. This is the normal strength of the department. Many thousands of "extras" are added to the payroll when the snow of winter comes.

Until July 1, 1881, the street cleaning functions were under the jurisdiction of the Police Department. On this date a Department of Street Cleaning was organized in Manhattan and the Bronx with James S. Coleman as the first commissioner.

The year 1895 saw the advent of Colonel Waring, who had made his reputation in Cuba where he introduced cleanliness to the curriculum of those Spanish towns. For the first time in New York's history Colonel Waring put uniforms on the street sweepers. The suits were white and the sweepers were nicknamed the "White Wings," a title that holds to this day.

When Robert A. Van Wyck was mayor in 1898 the City of New York consolidated with "Greater New York" and with this change came a complete reorganization of the Street Cleaning Department. The work in Brooklyn had previously been done under contract. In Queens and Richmond the rural and semi-rural life which prevailed in these boroughs, precluded the establishment of a department plant and what little collections were made was done by hired carts.

The total area of the greater city is now 320 square miles, and the population numbers more than six million. The aggregate value of goods manufactured within its boundaries is more than six billion dollars. It exceeds the next six largest cities of the United States in total value of materials manufactured. One-twelfth of all the goods manufactured in the United States reaches the consumer with a New York label.

Visualize, then, the magnitude of the work the city street cleaning department has to perform, with these many miles of streets, this dense population, our vast industries.

Garbage disposal has for a long time been a serious problem in New York. Eventually the refuse will be consumed by incinerators, but at the present time there is not a sufficient number of such plants to handle it. What cannot be burned is loaded into scows which daily take the debris out to the open sea for dumping at least 40 miles from shore. It is claimed that this

method of disposal has polluted the water at many of our beach resorts and it is hoped the practice may soon be abandoned.

We find the development of the motor industry has also had a marked influence on the efficiency of this department. Up to 1920 the horse and cart had been the mainstay of the collection service, but for the past five years the auto truck has replaced it, proving exceedingly valuable during the winter months. Another advantage of the auto-truck over the horse and cart is that the former can be used 24 hours daily and in reality does the work of a half dozen horse vehicles. At the present time the horse drawn equipment numbers approximately 2,800. There are 1100 vehicles in the motor equipped forces. The department also owns and operates 140 tractors which are used for snow plow work.

In 1923 the city carted away over 13 million cubic yards of refuse, equalling in quantity that of 15 of the largest cities in the United States. Garbage collections equal in quantity that of seven of the country's largest cities. In addition to this, over 55 million cubic yards of snow were cleared from the streets. If this could be dumped into one receptacle it would require a bin over one-fourth of a square mile in area and 100 feet high.

Notwithstanding many trials of sweeping machines the major portion of the work of sweeping the streets is still done by hand. Hand-sweeping has been found to be more economical. This work is supplemented by flushing the streets with water, which removes the finer particles of dirt and dust and in the summer months cools the streets. Motor vacuum cleaners are also in use, and are capable of cleaning 100,000 square yards of pavement in an eight-hour day.

Snow removal is probably the biggest job the department has to handle. Speed is the essential factor. Many schemes have been evolved by engineers and laymen and the department is ever on the alert to adopt a more efficient and effective method.

The winter of 1922 and 1923 was recorded as the most severe in fifty years. There was a total snowfall of more than 55 inches or more than 55 million cubic yards, weighing an average of ten pounds to the cubic foot. It required in addition to

the regular employees of the department 10,000 emergency laborers and a fleet of more than 1,000 vehicles.

Supplementing its routine duties the department also maintains its own mechanical bureau and repair shops, one in each borough.

An Instructional School has also been organized. Here new students are taught how to swing ash cans properly without injury to themselves. They are taught the proper method of flushing streets, for in this, as in many other lines of endeavor, there is a right and a wrong way. Special instruction is given in handling motorized equipment for those who prefer this branch of the service.

Many of our citizens have doubtless looked upon this department as merely an agency of the city government, performing perfunctorily the jobs assigned to it. However, it is an important adjunct of our municipality as evidenced in authentic statistics which list the city as the healthiest in the world. The foundation for this claim can be traced to the tireless activity of our Municipal Housewife.

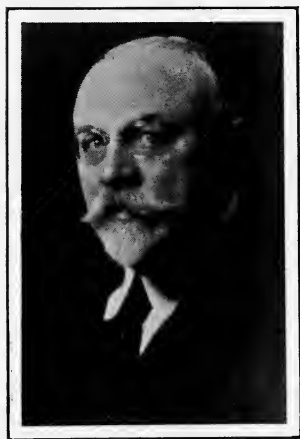
Several departments ably assist this "Old Lady" in her daily chores. They can be named as the Health Department, Sewers Department, Water Department, Tenement House Inspection and Public Baths. All do a big share toward keeping Father Knickerbocker clean. The city spends over \$31,000,000 a year to do it, but all will agree it is worth it.

We are proud of our city and especially of historic Broadway.

THE HOTELS OF NEW YORK

By FREDERICK A. MUSCHENHEIM

Director of the Broadway Association



The story of Broadway would not be complete without some reference to the evolution that has taken place from the time the wayside inn ministered to the traveling public and the position the hotels of America occupy today.

In the beginning, the wayside inn had little else to offer than a cheerful and friendly greeting from the host. His personality made the impression—not the service. Travelers often recall some outstanding contact of days gone by when they were entertained at some elaborate function in a given hotel and then compare it with what might happen on a similar occasion today.

We need but return to the period when American hotels did not even have private baths for their guests. Prior to 1840 bath tubs were not to be found in any American hotel. It was even as late as 1845 when the City of Boston passed a law which forbade bathing unless ordered by a physician. This law remained upon the statute books for seven years before staid old Boston, known to New England as the seat of culture and learning, awoke to the necessity of changing the edict.

A story is told of one Adam Thompson, of Cincinnati, Ohio, who had visited England in 1842 and used a bath tub while in London. On his return to Cincinnati from his London visit, he constructed a bath tub seven feet long and four feet wide for his private use in his own home. The hot water was produced by an ingenious contrivance consisting of a coil placed in his kitchen chimney. On the following Christmas day, after installing the tub he gave a party and all his men friends tried the

tub. This party created almost a national sensation. The medical profession was loudest of all in its denunciation. Physicians declared that it was dangerous to health and predicted many evils as the result of bathing.

Contrary to our present day custom, the sale of hospitality was unheard of in ancient times. In the Greek homes of the golden age of civilization, apartments were reserved for any stranger who happened to pass that way. The stranger was taken in, feasted, allowed perfect freedom and given the best sleeping quarters the place could afford. This was the law of hospitality. When citizens began to take money in exchange for food and shelter these people were scorned by society as the basest of humanity.

But new times demand new measures and new men. While the world has changed many of its customs it has also advanced in its mode of living. The hotel has kept progress with the demands of the times. Without the modern comforts of hotel life, as it is afforded to the traveling public today, there would be no industrial development, because the man with capital to invest seeks a place to live before he ventures out into the world to apply his talents. New York's splendid hotels, where men and women of culture and refinement may tarry amid congenial surroundings, have spread far and wide the message that this great city is a fitting place in which to live.

Show me a community that has neglected its hotel facilities, and there you will find also its social and industrial life at a standstill.

The modern hotel is the product of private investment and must depend upon public patronage for existence. It cannot levy a public tax to maintain its name and fame. The genius of its own management and character of its service alone determine its qualifications. It stands or falls upon the service rendered.

When James Howard Payne wrote "There's No Place Like Home," he did not know those lines would be immortalized. Yet these words are sung with reverence the wide world over and it is the function of the public hotel to supply that place called "home" when one wanders from his own fireside. It is

the kind of service and spirit of hospitality a hotel has to offer, rather than to whom it belongs, that influences the traveler in his selection. Those who minister to the traveling public know how welcome is a friendly salutation upon arrival and a kind word of adieu when you depart.

Many things have contributed to make New York the great metropolis of America. Hardly one thing stands out greater in this development than the innumerable hotels which have created the city's present position as the social and industrial center of the American continent.

New York has long had the advantage of direct communication with the outside world. There is no port of commerce that enjoys a greater variety of transportation facilities than New York harbor. Here the great ships of the seven seas assemble, the finest examples of maritime skill that float upon the waters. Here also are the terminals of our splendid railway systems.

The hotels of New York must also bow their acknowledgments to our modern highways and motor transportation for much of the prosperity they enjoy today. The development of the steam railroad marked the first advance in the standard of hotel living. Without this comfortable and inviting mode of travel there would not be such a great exchange of ideas as the whole world enjoys today.

You will be interested to know that the membership of the Hotel Association of New York City comprises about one hundred and fifty hotels in which the traveling public can always find adequate accommodations.

The total number of rooms in this group of hotels will reach approximately 50,000. It requires between 55,000 and 65,000 trained hands to serve the needs of guests at all hours of the day and night—seven days a week. The aggregate value of these properties is at least \$225,000,000.

In addition, there are innumerable hotels and rooming houses in New York that are not listed, where accredited accommodations are available. All combined, New York can take care of approximately 125,000 people in one night. This is often accomplished when the pressure of a number of conventions demand it.

New York's apartment hotels have come into being by reason of the rapid increase in land values. The fine private homes of the Astors, Vanderbilts, Huntington, Clarke and others whose names are linked with the progressive history of New York, are rapidly fading from view, only to be replaced by modern skyscraper apartments, where the problems and annoyances incidental to upkeep of private property in the midst of a great commercial activity is taken over by a corporation and professionally conducted.

Many of the finer old time New York hotels of the early '80's are bowing to the will of progress and being dismantled only to be replaced with more modern ideas in keeping with the spirit of the times.

New York is even attempting the experiment of combining a religious temple with that of a hotel. This promises to change the skyline of Broadway within the next year and give it another towering edifice as high as the Woolworth Building.

WHERE NEW YORKERS RECREATE

By FRANK E. CAMPBELL

Director of the Broadway Association



New York is without question the world's greatest winter and summer resort. Americans are growing to learn more and more how to systematize their time very much like the European nations who make their recreational periods part of their life and profit by it.

It is but natural that a great city like New York should have everything in the form of amusements. Besides being the nation's greatest work-shop and financial center, the children of

Father Knickerbocker know how to enjoy themselves. "All work and no play makes Jack a dull boy."

New York has a distinct reputation for speed. Many believe that when a real New Yorker becomes tired of walking—he runs. This is literally true. New York has speed, lots of it, yet when the day is done, New York above all other cities in the world, loves its enjoyment, believes in relaxation and revels in theatres to freshen its drooping spirits every time the opportunity affords.

On festive occasions New Yorkers make ample preparation for holidays. During patriotic demonstrations New York enters into every program with a true American spirit. When it comes to baseball, it sends its army of fans to the front by tens of thousands to root for its favorite team.

New York does not hesitate to subscribe money for music only, but extends its recreational period to marble tournaments for boys and girls, from which a state champion is crowned each season. The city also supports a Harmonica League that almost assumes the proportions of a symphony organization, now in its

third year of development. Public showers from the city hydrants are provided for young America in the congested districts on the East Side where no end of pleasure results from this on a hot summer's day.

It has come to pass in New York that one can select his own amusement, whatever it may be, and when one is in the midst of it, he might wonder to himself if anyone has been left at home to do the chores of the day. And yet, Broadway has its never ending throngs. While the New Yorker loves his Adirondacks and the great outdoors, there is someone left in the city to take his place while he is gone. There are as many vacationists come to New York for the summer, as go out of it each season. New York in itself is a perpetual resort and inspiration. It is said that the theatres can supply seats all at one time for one million people seeking entertainment.

Those who motor over the hills and far away have at their command the ever welcome and fascinating delight of the radio. The world's recreational atmosphere has made it possible for the people in London to dance to the music furnished by any one of the popular orchestras now broadcasting from the leading hotels in New York.

At week-ends the transit lines are taxed to capacity while the highways contain a triumphal procession of motor cars extending far into the State of Connecticut, over the well paved roads of Long Island, Staten Island and throughout Pennsylvania.

From the decks of a dozen steamers, many of which are veritable palaces, the vacationists ride along the historic Hudson River and picnic on the way with jazz band accompaniment. The objective points on these river trips are usually West Point, Washington's Headquarters at Newburgh, the Palisades and Bear Mountain Park.

The railroad companies estimate that 1,500,000 people leave New York during the vacation period over their lines. That many more leave by other accepted means of transportation, making a grand total of three million recreationists that religiously accept the summer months as belonging to the great outdoors.

It is estimated by experts that between 40,000 and 50,000

rooms and apartments are rented over the summer period to out-of-town visitors, who attend summer schools, conventions, go sight-seeing and shopping.

Coney Island has developed into New York's mecca for a dip in the Atlantic, a promenade along the boardwalk, or sight-seeing in any one of the ten thousand amusement places skirting the shore line of this resort. Coney Island has been in the public eye for over half a century, and its morale has improved with age. Its popularity is mainly due to its close proximity to the heart of Manhattan. One can reach Coney Island on any one of the subway lines in thirty minutes on a five-cent fare. It is not an unusual sight on a Saturday evening or Sunday to see 500,000 people swarm on the beach at Coney or enjoy a stroll on the Boardwalk to watch the passing show.

In this vast throng many mothers relax and allow their children to romp in the soft white sand and touch the fringe of the ocean. Despite the vigilance of their parents, these sprightly urchins, oblivious to the crowds, become detached from their keepers in an unguarded moment, only to be picked up by some sturdy patrolman of the police squad and is transferred to the station house for safe keeping to await a final claimant. Here the city authorities function in a dignified and orderly way. Provision is made to pick up these detached children during the congested periods. They are placed in charge of a matron, provided with milk and cookies, until the anxious mother is directed to the police station where her heartache is stopped by the presence of her child.

Many parents express their gratitude for this service; others depart without even a kindly look. But, this is the spirit of Gotham.

The records show that as high as 200 children have been lost, or strayed for the moment, on the beach at Coney Island in a single day without anyone to claim them as their own, until the municipal refuge home is disclosed to them. Thus does a grateful city with its teeming millions provide for the benefit of its vacationists within the shadow of its own limits.

Yet, Coney Island is not alone in the amusement it affords

to regular New Yorkers and its three hundred thousand daily visitors. There are a dozen other beaches that claim as much distinction as a resort, but none bear a nationally known reputation such as Coney. People come from all parts of the world to see the crowds. Some motor to the Island in their private cars, others use the sight-seeing buses that carry a half hundred at one sitting, and no end of tourists find pleasure in the boat ride down the bay to Coney Island. With all its disadvantages occasioned by the crowds, Coney holds a place in the hearts of the people. Has it not been written about, its fame set to music, its colorful atmosphere admired, and its "hot dogs" made a national institution? Yes indeed. A visit to New York is not complete without seeing Coney Island.

Skirting the shore line of the Atlantic Ocean are many resorts where Father Knickerbocker's children love to recreate and replenish their batteries for the next day's combat with business. Public resorts like Brighton Beach, Manhattan, Sheepshead Bay, Rockaway, Long Beach, Glen Island, Highlands, Long Branch, Asbury Park, Pleasure Bay, the Palisades and Clason Point, all enjoy their full share of week-enders throughout the warm summer days. There are six million people to draw from. Long Island, Westchester, and New York following northward along Manhattan through Yonkers, Tarrytown, and far into the state of Connecticut, one can see dignified country estates maintained for the glorification of New York's wealthier class, with an endless number of golf courses, tennis courts and polo grounds to cover its outdoor activity.

Father Knickerbocker still believes in the atmosphere established by the old Dutch Governors of New Amsterdam days, when horseshoes were considered a true test in throwing steel, like hitting a bull's-eye with a rifle. The game is still considered a fine art on the green lawns and in some back-yards behind towering skyscrapers. It is indulged in by many and considered good form if one is young enough to qualify.

New York has a maritime atmosphere that furnishes recreational playgrounds outside of the confines of the city. The New York Yacht Club, the Larchmont Yacht Club, the New York

Athletic Club, the Crescent Club, the Marine Club and scores of others maintain a fleet of yachts, yawls, power boats and square riggers, that furnish a white winged fleet no other outdoor sport can excel. The inlets and bays of Long Island and along the shores of the Hudson hold at anchor some of the largest pleasure yachts in the world.

New York has developed a liking for aquatic sports because there is so much space in which to enjoy them. The world will recall the International Yacht Races held under the auspices of the New York Yacht Club in years past for the ownership of the America's Cup. This cup still remains the property of Uncle Sam, due to the sportsmanlike skill displayed by the master sailors who have sailed the seven seas and made New York their Snug Harbor for all time.

Ocean going craft touching at 90 percent of the ports of the world, carry two million people out of New York harbor annually. Some of them travel for business, but the larger passenger list belongs to the recreational class, seeking rest, romance, and adventure in the old world. And upon returning to their native heather, they exclaim, "Well, we're glad to be back on Broadway. We like America best."

At City Island in Pelham Bay one can find a feast of aquatic joy under the maritime influence of old King Neptune. Here is where the world seems to be afloat in every known device that skims the blue waters of this peaceful Sound. This is Harlem's recreational mecca when summer comes.

New York is rapidly becoming known as the musical center of America. Philharmonic concerts are now featured during the summer months to delight tens of thousands nightly in the great Lewisohn Stadium recently erected for the open air concerts on the grounds of the College of the City of New York. Out of the city treasury, funds are provided for band concerts in the park, and the latest municipal innovation under the head of recreation and inspiration, is a series of public grand opera productions in the open air.

And let it be remembered that New York has not lost its appreciation for the old swimmin' hole where those who are not

otherwise so fortunate can enjoy the hospitality of one of many Aid societies which provide plunges for all who seek to use them. Staten Island has a generous supply of swimming pools; Long Island maintains an endless variety of resorts along the ocean side and over the five great boroughs freedom reigns in every shady nook.

Then when winter comes New York still indulges in its recreational period. The city fire apparatus is brought into use by flooding the tennis courts, golf courses, and low spots in the city squares, where the boys and girls are allowed to skate on the ice that forms, free as the wind and without class distinction.

New York recreates with all its might when it is not at work. This surely makes the old saying true "that a man who has lost out of him all the boy, is only half a man."

NEW YORK AS A CONVENTION CENTER

By JOE LEBLANG

Director of the Broadway Association



America is the greatest convention center in the world. More organizations, social, industrial and civic, come into common conclave under the American get-together atmosphere, than in all the rest of the world combined.

This is the spirit that has made the United States such a great throbbing independent democracy to which the civilized world turns for precedent. Whether it is industry, science, amusement or finance, America has assumed

leadership in a most modest form, and today represents more of the complex races of the universe than any other single country on the globe.

I rise to pay this tribute to the American people because they have been able to get their heads together. Out of this collaboration of ideas have come great cities, huge conventions, colossal industries and mighty inventions that have blessed all mankind.

To illustrate my meaning, I am going to tell you a story. Once upon a time a friend visited one of our American asylums for the insane. All countries have them unfortunately. He noticed 200 or more people working among the shrubbery and improving the landscape with sickles and hoes. The friend asked a man observing the work nearby if these people were inmates of the asylum. He was informed by the attendant that they were. And it was the custom of the institution to allow the inmates who were able to work the benefit of the fresh air, and the result of their activity improved the grounds. The friend asked who was in charge of all the men. The attendant answered—he alone. And unarmed? "Yes," came the reply.

"But," said the friend, "are you not afraid these men will get their heads together and overpower you and thus make their escape? "I fear not of this," answered the attendant, "because if these men could get their heads together, they wouldn't be here."

The kind of men who meet in conventions are able to get their heads together, otherwise they would either remain at home or be confined in an asylum under somebody's care.

Men representing great fraternal orders travel across the American continent to attend their annual conventions. They look forward to it with the same enthusiasm as the boy does when his school days are over and vacation time has arrived. Every great American industry assembles annually for a conclave of ideas from which a new era often comes as the result of their deliberations.

This, then, is in justification of the convention as the medium through which the progress of the world is recorded. And while problems of state, industry and society, like a magnet draw the hordes to their convention centers, the programs have been made universally attractive by special entertainments until the convention spirit has become a great American institution.

New York City lays claim to being the world's greatest convention city by reason of its unusual housing facilities and amusement opportunities. To many New York itself is a perepetual exposition, on account of its diversified interests.

New York won this undisputed leadership not alone by the fact that the metropolis has the largest hotels, the greatest number of theatres and the finest climate in the east, but much credit is due for the genuine hospitality displayed on the part of Father Knickerbocker as a host.

New York has been unjustly criticised in the past for displaying an indifference to the stranger within its gates. Some unthinking visitor is reported as saying that New York loves to receive but hesitates to give.

New York in truth is the most hospitable city in the world. Its civic, social and fraternal spirit has been developed to the highest state of efficiency in the midst of the richest, most fascinating center to be found in any of the greater cities of America.

When the National Democratic Convention was held in New York during the summer of 1924, New York rose to its might to do honor to the event. The sign of welcome was placed everywhere. Clubs, homes, vast estates, amusements, all were open to the delegates and their friends.

The Broadway Association, to which I point with pride for its civic activity, maintained over 100 Information Bureaus on Broadway for the convenience of those who wanted further guidance and issued over 100,000 pocket guide books containing 75 pages of authentic knowledge about the city, which were distributed among the visiting delegates without cost.

New York in this manner has justified its claim as the most inviting convention center in all the world. In testimony of its reward, New York entertained 754 international conventions during the past 12 months, between May 1924 and April, 1925, with representatives from abroad and from every state in the Union. The men and women at these conventions numbered 500,000. Their average stay in the city was five and one half days and it is computed by the Convention Bureau of the Merchants Association that the delegates spent a total of \$41,250,000. Classified into groups the distribution of this vast sum is as follows: Hotels 25 per cent; restaurants, 10 per cent; theatres 15 per cent; retail stores, 40 per cent; miscellaneous 10 per cent. Let it be remembered that railroads and steamship lines participated in sharing this convention fund as well as the home merchant in preparation for the events.

Most of us believe that the summer vacation period is the most attractive convention time. Not so in New York. Figures prove that January is the peak time for conventions to gather in the metropolis. Last year January brought 113 conventions to the city; December had 87; February 57; March 44; April 58; May 53 and June 40. This is an indirect compliment to the equable climate that prevails in New York when Jack Frost registers on the calendar.

There is also a commercial value to be placed upon a convention period. The hundreds of millions of dollars received by merchants and manufacturers for orders and the new business that flows in from new accounts opened and the return business enjoyed by the many hotels, is the pearl of great price to the

wide awake businessman. Could all these items be computed the total value of conventions held in New York during a single year would be astounding in its magnitude.

New York's reputation for doing things on a big scale is carried out by many of the great civic and fraternal societies of America. It is not an unusual sight to see fully 30,000 uniformed men in line in some patriotic demonstration. The American Legion parade is credited with having 60,000 men in line.

Under the fraternal demonstration inaugurated by the Rotary Clubs throughout the United States, the Boys' Week Parade on Fifth Avenue will exceed 40,000 marchers and attract crowds along the line of march exceeding a million people.

All that glitters isn't when a convention elects to hold a parade in New York. Business is often brought to a standstill for the better part of a day by reason of the interference with crosstown traffic. New York's mighty energy demands action. The movement of traffic is essential and every moment is precious. Detours caused by parades often are annoying and sometimes expensive. It is unauthoritatively stated whenever Fifth Avenue is used for an outstanding parade event, business along the route is practically suspended.

Activity is man's greatest asset. New York prides itself for its diversified forms of industry. It supports 33,000 separate and distinct factories turning out that many different kinds of commodities annually with a total value exceeding five billion dollars.

And New York is not satisfied. Its skyline on Broadway changes every few months and when some great nation across the Atlantic is short of change it comes to lower Broadway to replenish its exchequer.

This is Little Ol' New York, friendly in its playtime, colossal in its opportunities, generous in its giving and ready to match its wit against the world.

Historically, New York teems with interest to the student of history. In hotel accommodations New York holds the admiration of the world's globe trotters. The Great White Way with its bright lights and theatrical amusements are familiar to the people of two continents. Wonderful Fifth Avenue is the

premier parade ground of America. The art galleries, the museums of natural history, the antique shops, the club life, our universities, the Metropolitan Opera, all attract artists, scientists and musicians from the four corners of the earth.

To the man who loves the great outdoors, New York offers a range of sports that leads from a dip in the ocean at Coney Island, a big league ball game, a chance to play a round of golf or tennis, witness a championship tournament, relax in a half hundred of the city's parks, listen to a free band concert, take a ride on the Hudson, or sail a yacht on Long Island Sound.

When you come to New York, you will not find Father Knickerbocker unconventional at all, but truly representative of both the western and southern hospitality.

THE TRANSIT LINES OF NEW YORK

By FREDERIC T. WOOD

Member of the Broadway Association



Photo by Marceau

It has been said that the great nations of the world are known by their famous men:

Demosthenes suggests Greece; Caesar, Rome; Napoleon, France; Bismarck, Germany; Gladstone, England; Washington, The United States of America.

But the great cities of the world are known by the thoroughfares they have built.

The Appian Way signifies Rome; Wilhemstrasse, Berlin; Picadilly, London; Pennsylvania Avenue, Washington; State Street, Chicago; Beacon Street, Boston; and what of Broadway?

Broadway has been the backbone of Manhattan Island from the day it was settled.

Today it doesn't suggest a backbone so much. With the growth of high buildings along both sides, it has become more like a canyon—"The Grand Canyon of American Business."

The southern end of Manhattan Island is like most old European cities—streets crisscross, zigzag and crooked; the streets just grew from pathways and early roads.

In the early 1800's (and New York was a century and a half old by that time) somebody began to suspect that the city might keep on growing and take in the collection of villages all over the Island, such as Yorkville, Greenwich Village, Bloomingdale, Cherry Hill, Harlem, etc., and there ought to be a plan for this possible city.

So they laid out the city as we now have it—avenues running north and south; streets running east and west, forming rectangles.

In those days, what is now 14th Street was "farthest north" so to speak. The Island was mostly farms, with here and there a settlement.

The city planners never realized that the great flow of travel would some day be north and south, and they should have more great north and south thoroughfares.

The Dutch settlers probably used ox carts. But the saddle horse, the horse and wagon, then the horse and buggy were great improvements.

In time came stage coaches, and in 1832 the first horse car, which was operated for a while on lower Fourth Avenue. It looked like an omnibus running on rails and was the sensation of the day.

But the Broadway horse-drawn omnibuses, droves of them, with drivers waving whips and shouting to prospective passengers or at their rival bus drivers formed the real characteristic scene on Broadway for many years, until the horse car and other modern facilities drove them out.

For years they were gone, dying of inefficiency, but curiously enough they were the direct ancestors of the efficient passenger carrying street vehicle in use today and gaining usefulness—the modern motor coach.

New York was the first city in America to experience the comforts of the truly modern motor coach for the Fifth Avenue Coach Company, which was founded 40 years ago, and originally ran horse drawn stages, began motor coach operation 18 years ago. From New York it spread to other cities.

But aside from the comfort which it offers, the largest size double deck motor coaches occupy only one-third of the street area per seated passenger required by the average street car. And space for space in the streets, the modern coach occupies even less area per passenger than the average street car crowded with standees.

Even in the early days the problem of street congestion seemed as serious as it does to us now. And no additional transportation facilities in New York have ever managed to catch up with the traffic, due to the growth of the city and to the increase of the riding habit.

In Civil War times the records show that on the average each inhabitant of New York rode about 40 times a year. Today the average number of rides per capita of population is about 500 per year.

There came a time when the congestion on street surfaces was simply unendurable. They had either to build roads up in the air or under the ground. And curiously enough subways were thought of—along about the time of the Civil War—before an elevated railroad was thought of. But the elevated road, costing far less, was built first and started operation in the early '70's.

The first subway operation was not started until the fall of 1904, and while it was built to carry about half a million passengers a day, it was soon carrying a million a day.

The subways and elevated railroads and street cars of New York are carrying today many times the number of passengers as all the steam railroads of the United States put together, or about seven million seven hundred thousand people a day.

If this number of persons all stood together shoulder to shoulder they would form a line stretching for over 2100 miles or from New York to Chicago and return.

In the year 1924 the passengers on rapid transit lines, street cars, municipal ferries and buses in New York City amounted to over 3,000,000,000. If they could stand shoulder to shoulder they would form a line 850,000 miles long or over 34 times the distance around the world at the equator.

This vast number is apportioned as follows:

Rapid Transit Lines	55.5 %
Street Cars	39.
Buses	4.5
Municipal Ferries	1.
	<hr/>
	100.0 %

In London the total for the year 1924 was also about 3,000,000,000, apportioned as follows:

Rapid Transit Lines	19 %
Street Cars	32
Buses	49
	<hr/>
	100 %

This indicates instead of one-twentieth as here nearly one-half of London's passengers travel by bus.

Just think of the growth of New York's transportation problem. The Equitable Building on Broadway, in the Wall Street District, houses about 15,000 people—a fair sized little city in itself.

Yet the transportation facilities in and near Broadway handle that many people every afternoon in the rush hour in about two minutes. Then add to this great structure the Woolworth Building, the St. Paul Building and the vast number of other huge buildings and you get some little realization of the volume of transportation New York handles.

What it is going to be with the city growing in population at the rate of almost 100,000 yearly is difficult even to imagine, for the congestion is not only on the surface—it is underground. Every large building must have its sewer, water, gas, light, power, telephone and in some cases heating connections with the mains and conduits in the streets. Each skyscraper adds to the congestion on the streets and beneath the city's thoroughfares, complicating the street traffic congestion and the engineering problems involved in subway construction and operation.

No other city in the world has to cope with quite such a combination of difficulties and perplexities in regulating its transportation, but just as the seemingly impossible has been accomplished in the past so we are justified in believing that American ingenuity, skill and courage will ultimately overcome successfully all the obstacles encountered.

STEAMSHIP ROW ON LOWER BROADWAY

By S. C. HEMSTREET

District Chairman, Broadway Association



Without doubt many of you have walked or driven down lower Broadway. It is even likely that all of you will some day have the privilege; there is no section of this great thoroughfare so old, or so replete with historical delights and yet so substantially made as to stand through many ages.

Three centuries ago Henry Hudson—not Hendrick Hudson as the school histories call him, for he was an Englishman in the service of the East India Company of Holland—sailed

along the Atlantic Coast and reached the Harbour and the Narrows of New York, with the thought that he had found a passage to the East Indies, a short cut to the Orient. Out of the first visit of this sailing vessel grew in a short time a handful of rough little huts of stone, wood and mud extending from what is now Battery Place to Rector Street. So rapid, so feverish has been the growth from this little beginning it is small wonder that Walt Whitman cried out, "Mettlesome, mad, extravagant city." There is almost no limit to the variety of ways of characterizing the comparatively brief history of New York since those early beginnings on lower Broadway. I think particularly of Robert Shackleton's characterization:—"New York is both young and old. Insistently young; vociferously young; obviously young. At the same time it displays all the qualities of maturity. It is a city of today while also a city of three centuries."

Of course the early history of lower Broadway is closely associated with ocean transportation. But today, when a large number of the great structures of that section are given over to

the vast interests of the great trans-Atlantic carriers, it is obvious that the steamship business occupies a commanding position on lower Broadway from which its influence radiates throughout the world.

As one walks up the westerly side of Broadway a tablet at number forty-five marks a very beginning in the early history of shipping from Manhattan Island. The inscription is, "This tablet marks the site of the first habitations of white men on the Island of Manhattan. Adrian Block, Commander of the Tiger erected here four houses or huts after his visit which began November, 1613. He built the Restless the first vessel made by Europeans in this country. The Restless was launched in the Spring of 1614."

At this period the early development of boat building in New York was hampered by the opposition of the West India Company, which was jealous of the recurring evidences of the Colony seeking to achieve its independence. The flourishing fur trade with the Indians, however, was the beginning of a coast-wise trade, and at the time of the English invasion, in 1664, commerce had begun to gain some headway.

One marvels the more at today's steamship business on Broadway upon reflecting that little more than two centuries ago the entire maritime interests of the settlement were served by a single small pier, to which and from which it was necessary to load cargo and passengers by the use of lighters plying between the pier and the ship at anchor.

In the year 1678 there were but three ships and fifteen sloops taking care of all the Colony's trade. But twenty years later there were some forty square rigged vessels, sixty-two sloops and sixty other boats, which indicated the activities of several ship builders with establishments along the shore known as the "Vly," meaning valley, between Wall Street and Franklin Square.

With the development of steam as a motive power, the navigation interests of Manhattan Island assumed a new importance. The story of the first steamship to cross the Atlantic Ocean, the "Savannah," built by Francis Hickett in New York in 1818, like so many stories of first achievement, has become enveloped in myth as years have passed. For instance, I am told

that although the sailing of the first Atlantic voyage is claimed for this ship, her adjustable paddles were used for only eighty hours in the voyage of thirty days. Subsequently the "Savannah's" engine was actually removed and she reverted to her former role of a sailing packet. But whether or not the "Savannah" made a steam trip of her own, she marked a real beginning in the development of the great steamship interests which now flank Broadway.

An aspect of lower Broadway which perhaps impresses me more than any other, is the facility provided by the offices there located for opening the world to Americans. Some might say that to them the lower end of the Island represents the gateway to freedom for those arriving from foreign shores. True, it is at the Battery that the immigrant gets his first view of the sidewalks of New York, and yet lower Broadway, insofar as its great steamship interests are concerned, represents the largest passenger booking office in the world. Today four-fifths of all Americans sailing for foreign countries board their ships in the Port of New York, and of these, most find their accommodations in the offices located on these few blocks.

There are still at work in these modern monuments of business, men who remember the days of the frame dwellings on lower Broadway, where in converted parlours, bookings were made for the all-important trip abroad. It was only a couple of generations ago that one of the great steamship companies, now occupying its own building, booked passages from a narrow, unimportant counter, in a remodeled dwelling. Then there was scarcely choice as to accommodations and very little competition. The passenger was rather obliged to take what he could get, and of course even the most affluent had no such selection as is afforded by the luxurious suites of the great liners today.

Just compare for a moment the magnitude of steamship operations. In those times when the steamship companies were confronted with loading a ship of 5,000 tons, they thought their job a monstrous one, and were prepared to work day and night to fill it. Today one ship of ten or twelve times that size remains in port but a few days, and then moves out completely filled with cargo and requisitioned for the comfort of the thousands of passengers and crew. At present 10,000 vessels enter

the port in a year's time, and the improved water front of the Port covers a distance of approximately 578 miles, of which 43 are in Manhattan, 79 in the Bronx, 201 in Brooklyn, 196 in Queens and 57 in Richmond. There are in New York 695 piers busily serving the needs of these 10,000 ocean-going and coast-wise vessels. The operation of these vessels depends upon companies which have headquarters in New York.

Although it was not until 1792 that sidewalks were laid on Broadway, the street had much earlier established a high character for itself with the building of many residences, elegant for their time. Here were erected red brick houses trimmed with white, so characteristic of our Colonial architecture. On the site now occupied by the Custom House, which is in such a regal position at the very foot of the "Grand Canyon of American Business," Fort New Amsterdam once stood. On this site in 1790 was erected the Government House intended for the residence of the President of the United States, although it never fulfilled its purpose, for the Government's capital remained here but for a year, not even until the building was completed, and it later became the official residence of Governors Clinton and Jay.

Today this great structure is called upon to handle hundreds of clearances of vessels whose cargoes reach mammoth proportions. This Custom House last year alone collected duties amounting to more than 318 millions of dollars, a figure which is almost ten times that collected in 1860. The character of lower Broadway today has changed from days gone by, but the importance of its function to shipping has increased greatly. Strangely enough, it is a fact that today there are no vessels leaving the lower end of Manhattan for foreign ports. The ferry boats to the neighboring boroughs, the summer time excursions to nearby points of amusement, the Coast Guard cutters busily running back and forth between Quarantine and the Narrows, and the moored crafts of the captured rum runner constitute the only shipping activities of the lower end of the Island. To the water fronts of the East and North rivers have gone the great piers for the trans-Atlantic liners which dock in Manhattan. But it is from the offices on Lower Broadway that these great liners are actually operated. Here the captains are chosen, the crews

are selected, the bookings are made, the cargo is determined, and in the case of our own American companies, the plans are made for the new ocean greyhounds which are to be built for future generations.

The beginnings of Broadway are entirely worthy of its designation as the Grand Canyon of American Business. In its history and in the modern growth of this section in that great industry which had so much to do with its early beginnings, Broadway has been true to its best traditions. The great arteries of commerce with other countries have definitely and permanently established themselves on lower Broadway, and so faithfully have they done their work, that they have been the means of opening the world to Americans for pleasure, for business, for education and for the renewal of family ties in the ancestral homes.

TIMES SQUARE AND ITS ENVIRONS

By W. BARRETT SHAW

Director Broadway Association



There is only one Times Square in all the world. There is no other place just like it. It is located on historic Broadway between 42nd and 46th Streets and named so because of two outstanding reasons.

First, because Seventh Avenue crosses diagonally on Broadway in the center of the square; and second, because The New York Times newspaper in the year 1900 gave to the city one of its first landmarks in the form of a modern skyscraper building.

Since the location of the Times Building at 42nd Street and Broadway, 25 years have passed and with it many changes have taken place. The Times newspaper has been obliged to erect a 20 story annex as a tribute to its progress and it stands as a monument to the development of this great American metropolis.

Visitors to New York of yesterday will have to inquire when they come today just where the red and green surface cars lead; how to shuttle across in the subway trains to Grand Central station; what branch street leads out of Broadway east and west to find his popular showhouse, and then only to be told that the very spot on which he stands at Times Square is where to begin his journey.

A story is told of an up-state visitor who was caught in a traffic jam at Times Square when he didn't know what way to turn to gain a point of safety. He spied a traffic officer near the curb and shouted, "Hey, Mr. Officer, tell me which is the quickest way to get to St. Luke's Hospital?" The much amazed officer answered with a smile, "Stay right where you are, and you'll get there."

New Yorkers love Times Square. They admire the bright lights; they revel in the activity of the crowds; they meet their friends there; they shop; they dine; and find inspiration in the rapidity with which every thing radiates and rotates. Times Square is a point of contact—a meeting place for almost everyone when in the midtown section. It is frequently repeated that over 1,000,000 people pass Times Square every working day in the year.

It is said of an old time mimic of the playhouse who had become accustomed to the life of New York, that he would rather be a broken down lamp post on Times Square than an Aurora Borealis in the land of the Midnight Sun.

There are many so-called squares in New York which derive their names from some nationally known newspaper. City Hall Park on lower Manhattan is more familiarly known as Park Row where a string of newspaper buildings grace the southerly side of this park.

Then there is Greeley Square at Broadway and 32nd Street, named after the staunch founder of the New York Tribune. In testimony to his editorial genius the New York Typographical Union erected a bronze statue to the distinguished editor in the center of this melting pot of traffic.

Herald Square in the same district is so named in honor of the founding of the Herald Newspaper by the late James Gordon Bennett, who in conjunction with John W. Mackay, laid two Commercial Cables across the Atlantic in 1884.

But Times Square is unique and equally as famous as a point of contact for humanity. Times Square is above old New York of the New Amsterdam days. It is not even considered up-town, but rather in the heart of every activity—where everybody visiting New York can get his bearings and receive a fresh start.

Greater New York is composed of five boroughs, each being represented in the legislative branch of the Greater New York government. The entire city covers an area of 327 square miles and it is not unreasonable for me to say that the gravitating influence of these five great boroughs representing a total population of six million people, finds its center of circumference in

Times Square. In fact, Broadway at this point is called the hub of the world's traffic. Its closest rival is Brooklyn Bridge for enormity of traffic.

To give a faint idea of the volume of traffic centering around Times Square, the Transit Commission of New York reports that the number of passengers carried to Times Square station by the two subway systems, totaled nearly seventy millions last year, and this does not include the passengers that occupied the surface lines, nor the thousands who seek their riding comfort in the seventeen thousand taxicabs that cruise the streets all hours of the day and night.

By reason of the location of the Grand Central Station on 42nd Street a short distance east of Broadway, Times Square receives a large volume of traffic. The combined facilities of the transit lines last year carried a total of 121,000,000 passengers.

Times Square is the starting point for the much heralded Coney Island, where it is not an uncommon sight to see a half million people enjoy the boardwalk and take a dip in the Atlantic.

In addition to this Times Square is the recognized center of the "Great White Way" of the playhouses. Broadway is the trunk of the tree and its branches spread to all points of the compass where inspiration, recreation, entertainment, await the throng of daily visitors.

Matinee time brings New York's finest to Times Square. In the evening the bright lights, the burlesque and the drama attract a quarter of a million people who seek relaxation in the 101 theatres that fringe the Times Square district.

The specialty shops, hotels and cabarets, make up the triangle in this district and no end of color and art can be seen in the brilliantly lighted windows that appeal to the fancy of all lovers of the beautiful.

Historically Times Square claims distinction as the center of one revolutionary event. When General Washington was trying to keep his little army free from annihilation on that eventful day in September, 1776, General Putnam stood his ground on Bloomingdale Road, now Broadway, to join forces with Washington and thus saved that portion of the valiant American army.

This was the day before the Battle of Harlem. A tablet to commemorate this joyful meeting of the two generals was erected some years ago on the Putnam Building at 43rd Street and Broadway by the Sons of the Revolution. This site is now graced with a 32 story building the headquarters of the Famous Players-Lasky Corporation.

The Broadway Association is the great civic body governing this notable district as well as the street over which it stands guard like a sentinel at his post of duty.

The object of the Association is to emulate by precept and example the principles of the square deal to all in its true sense. It aspires that Times Square shall always be considered trustworthy as a shopping center. The Association appeals to the finer standards of business and has assembled within its membership only those who take a keen civic pride in municipal government and who wish to preserve the reputation New York has long enjoyed as the most charitable, law-abiding and hospitable city in all the world.

The great metropolis of America cannot afford to do less. It is constantly striving to do more. New York is a perpetual exposition of ideas fully cognizant of the responsibility resting upon its shoulders as the place where much of the world's work begins. Its best is not reflected upon its streets, but within its homes, its clubs, its forums, libraries, museums, and its galleries of art.

INFLUENCE OF THE MOTION PICTURE

By ADOLPH ZUKOR

President, Famous Players-Lasky Corporation



The Broadway Association has asked me to speak on "The Influence of the Motion Picture Industry on Broadway." I feel that it is an important topic as the motion picture industry has exerted a greater influence on Broadway in the past dozen years than any other factor.

Of course, when I speak of Broadway being influenced by the motion picture industry I refer to only a short stretch of Broadway, that section of it in which are congregated the important motion picture theatres of New York.

But before I speak of the past, let me go for a minute into the future for in that future—and very near—is the motion picture's crowning achievement on Broadway. I mean the great Paramount building, which, at the year's end, will tower 32 stories above the pavement, overshadowing every structure now in the Times Square district. This monument to the progress of the motion picture will be one of the finest office buildings in the city. And it will add another picture palace to Broadway because it will contain a motion picture theatre more modern than any other that now exists on the Great White Way.

Twelve years ago Broadway did not have a single theatre devoted exclusively to motion pictures. The first theatre showing only motion pictures was adopted by it, not built for it. It is the present Criterion Theatre, at the corner of Broadway and 44th Street, which was taken over by a picture company in 1914, for the display of its photoplays. A few weeks after the Strand Theatre at 47th Street was opened. The Strand was the first of the great houses planned and constructed for motion picture show-

ings. Today there are a dozen ranging in capacity from the little Criterion with its 600 seats to the enormous Capitol, which accommodates 5500.

The present list includes Warner's at 52nd Street on the east side of Broadway; the Colony on the opposite side of Broadway; the Capitol at 51st Street; the Rivoli at 49th Street; the Strand at 47th Street; the new Embassy at 46th Street; the State at 45th Street; the New York and the Criterion between 44th and 45th Streets; the Rialto at 42nd Street; the Cameo on 42nd Street, east of Broadway, and the Broadway at 41st Street. Within this year the Paramount Theatre which, with the Paramount Building, will occupy the site of the former Putnam Building between 43rd and 44th Streets, will open, as will S. L. Rothapfel's new house, the Roxy, now being erected on the site of the old car barns at Seventh Avenue and 50th Street.

Now let us see for a moment what has been the effect on Broadway of the erection of all these theatres. Because that is the influence that the motion picture industry has had on the world famous street.

First, the centering of the motion picture theatres in this section has caused a fabulous increase in property values. In almost every instance the building of a motion picture theatre caused the demolition of old buildings which had outlived their usefulness. The result was that not only was the value of the property largely increased, but the effect was felt on surrounding parcels of land.

When the Rialto Theatre was first built the stores in the structure went begging. Prospective tenants did not see how they could afford to pay the rents that the owners of the property found it necessary to demand. This condition obtained also wherever there were stores in a motion picture theatre building. Prior to the opening of the Strand Theatre, only those amusement seekers came to the Times Square district who could afford to pay the prices charged for seats by the legitimate theatres. But the opening of the Strand and the other houses that have been built since, with their moderate prices, prices within the reach of all, brought to Broadway hundreds of thousands of people who before that time had found their amusement elsewhere.

What was the result? Stores in the immediate vicinity of any of the big motion picture theatres were eagerly sought. The demand justified the raising of rents again and again, until now any person who has a long lease on any of that store property, a lease which he took only a very few years ago, can today sublet for a large advance over the terms of his lease.

It is impossible to say how many millions are invested in motion picture theatres along this half mile of the Great White Way. The figures are almost unbelievable, and the total is increasing every year.

One of the most important influences is the artistic improvement that has come to Broadway through the erection of these theatres. Each has been built not only with every regard to comfort and convenience in the theatre itself, but also with careful attention to exteriors. The State Theatre Building is a massive, substantial structure that is a credit to the city. This same is true of the Strand. Everyone knows the Capitol Theatre Building, one of the sights of New York City. And there is no building on Broadway, from the Battery to its northern end, that is more beautiful than the Rivoli Theatre. I don't suppose that 25% of the people who pass the Rivoli Theatre every day realize what an exceptionally beautiful and artistic facade it has. Next time you pass it, stop on the other side of the street and look at it and see if I am not right.

Broadway in the Times Square district has for years been noted for its lights. Times Square at night was one of the great attractions of New York even before the days of the motion picture theatres. It was these lights that gave to the street the name, the Great White Way. But the lights of Times Square about twelve years ago would be dimmed almost to insignificance by the lights of Times Square today. And this is another direct influence of the motion picture. Not only do the motion picture theatres spend hundreds of thousands of dollars each year for their electric signs, but other advertisers, realizing the enormous throngs of people that these motion picture theatres have brought to Broadway, have erected the largest, most elaborate, most expensive electric advertising signs in the world. These signs are an

entertainment themselves. Many of you will recall the chewing gum sign on the roof of the Putnam Building. Thousands of people would stand on the other side of Broadway to watch these funny little men do their dance. The elaborate electrical displays that have been erected from time to time on the Criterion Theatre to draw public attention to such pictures as "The Covered Wagon," "The Ten Commandments," and "The Wanderer" always had an audience of their own. Practically every space along Broadway in the Times Square district on which an electric display can be erected is utilized and this enormous outlay is due to a great extent to the presence on the street of the crowds brought there by the motion picture theatres.

Here is another point that must not be overlooked in considering what the motion picture has done for Broadway. In addition to all the theatres built for motion pictures exclusively many of the so-called legitimate theatres are also used for the exhibition of pictures. The Astor Theatre at Broadway and 45th Street houses motion pictures for the greater portion of each year. Such theatres as the George M. Cohan, the Liberty, the Apollo and others are frequently turned into motion picture houses. During the summer, when these theatres, in the ordinary course of events would be closed, they are kept open by motion pictures, thus helping to augment the Broadway crowds even in the dull season of theatricals.

The climax of the motion picture influence on Broadway, however, will be reached with the completion of the new Paramount Building. It will be to the Times Square district what the Woolworth Building is to downtown New York and it will contain features which will make it far more interesting than even that enormous structure. With the theatre, which will extend from 43rd to 44th Street in the rear of the office building, the structure and the land it occupies will represent an investment of more than seventeen million dollars. The building itself will cost in the neighborhood of ten million dollars. It will be surmounted by a tower of six stories, in the base of which, 450 feet above the street, will be housed the famous Westminster Chimes. These, like the chimes in London's Tower of Par-

liament, will ring the hours to all New York. More than that, arrangements will be made to broadcast these chimes so that they will be heard even far out on the Atlantic.

On this tower will be the largest office building clock in New York. The face of this clock will be three stories high. Throughout the entire building there will be a quality that has no counterpart. From the bottom of its foundation, 115 feet below the street, to the tip of its tower, it will represent all that is best in construction, all that has been learned by the finest engineers through years of experience. The entrance to the building will be as imposing as the building itself. The main lobby on Broadway will be 100 feet long by 50 feet wide and five stories high, finished in marble and bronze.

The theatre, which will be known as the Paramount, will surpass anything in New York. It will seat 4000 people and was designed after three years intensive study of the best features of the playhouses of this country and Europe. Among the novelties will be a broadcasting station, which will put the theatre's musical programs on the air; a nursery, which will be not only a practical recreation room for children, but will also be furnished as a toyland; tea rooms and rest rooms for patrons; a reserved seat section on the mezzanine floor, served by private elevators; and a promenade circling the upper part of the interior of the theatre. The stage will be equipped with enormous water tanks and a refrigerating plant will make possible the staging of ice ballets and other scenic effects in connection with the exhibition of pictures. There will be one of the finest theatre pipe organs in the world and plans have been perfected for the handling of two orchestras.

New York has always led in theatricals. In this city new plays are tried. It is the testing ground for the country's amusements. And this is as true of motion as it is of stage productions. To Broadway first come all important motion pictures. If Broadway approves, the chances are that the rest of the country will also approve. No matter where a picture may be made, if it is of sufficient importance its premiere is on Broadway. From Hollywood, from Europe, from every center

of production the films are shipped so that Broadway may have the first look.

I know that Hollywood is considered by almost everyone to be the country's center of motion picture production. So it is. But I wonder how many of you realize the enormous number of motion pictures that are made right on the fringe of Broadway. Yes, even on Broadway itself, because there are studios only a few steps from the famous street. As the old popular song used to say—"East Side, West Side, All Around the Town" you can find motion picture studios. Three blocks west of Times Square, there is one. Five blocks east of Times Square there is another large one. They are in New Jersey, Staten Island, the Bronx, Yonkers, Mount Vernon, New Rochelle, Long Island and from every one of them the worth while productions are sent first to Broadway.

While Hollywood undoubtedly leads, there is on Long Island one of the largest, most complete and best appointed motion picture studios in the world—the Famous Players studio at Astoria, 15 minutes from Broadway. Pictures made in this studio are shown first at the Broadway theatres. Some of the greatest stars and directors in the industry are at work there constantly.

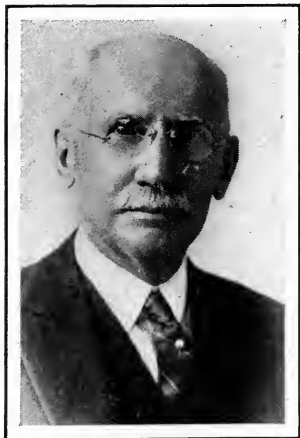
More than that, in addition to supplying the present needs of the motion picture patrons on Broadway, that studio is planning for the amusement of future thousands. It houses the first school for the training of motion picture actors and actresses that has ever been established in this country. Under its roof are a score of young men and women selected through a process of eliminaton which covered every corner of the United States, who are being trained in the art of acting for the screen and who will be the leading men and women of the future.

So that, not content with the influence that it has had on Broadway in the past dozen years, the motion picture industry proposes to retain and to increase that influence. It has made Broadway busier, brighter, and more valuable. It has provided entertainment within the reach of all, entertainment of which millions have taken advantage, and it will continue to entertain more and more millions in years to come. Show me any other industry that has done so much for Broadway.

HISTORIC HERALD SQUARE

By R. R. MOORE

Director Broadway Association



In cutting its path through the Island of Manhattan, Broadway has contributed many green breathing spots to the landscape of this busy artery of commerce. They are important steps in the development of the city, and from 72nd Street south, these squares vie one with the other as to their relative importance.

The newspaper profession has been signally honored in having a city square named in honor of Horace Greeley, the man who coined the familiar phrase, "Go West, Young Man, and Grow up with the Country." Broadway from 32nd to 35th Streets is more familiarly known as Herald Square, on account of the Herald newspaper building. By reason of its prominence as a retail center I purpose to take you on a little journey around it.

The little green triangle at 32nd Street was first appropriately named after Horace Greeley, the man who, from the charm of the printing press, rose to the leadership of a great political party, and left his impress on the world as an author and statesman.

A monument in testimony of his contribution to the graphic arts has been erected in the square by the Typographical Union of New York who loved him as a man and honored him for the high code of ethics he brought to the newspaper profession. This monument was unveiled on Decoration Day, 1894, and bears this inscription:

"This statue of the first president of New York Typographical Union, No. 6, was presented to the City of New York by Horace Greeley Post No. 577, G. A. R., New York Typographical Union, No. 6, and Brooklyn Typographical Union No. 98."

At the age of thirty he founded the New York Tribune and issued the first number on April 10, 1841. He was a member of Congress from New York 1848-49.

Greeley Square was named in a resolution by Mayor Thomas F. Gilroy, April 27, 1894. Prior to this time, it was known as "the park just north of the Union Dime Savings Bank." About 1876 the banking institution decided to move uptown from Canal and Laight Streets and purchased this plot facing the square, then occupied by a marble works. They erected the white marble structure still standing on the south side of 32nd Street, bounded by Broadway and Sixth Avenues.

When Rogers Peet & Co., in 1889 established their first uptown clothing branch at 1260 Broadway (now the site of the Martinique Hotel) they had as their neighbors the present Imperial Hotel, on the southwest corner. The Wilson building at 1270 Broadway replaced several smaller buildings.

In 1911, the Hotel McAlpin on Broadway and 34th Street, was born under the leadership of D. H. McAlpin. On this corner stood a two story building owned by Peter B. Sweeney of Tammany Hall fame. The ground floor was occupied by small stores, the second floor by artists and sculptors, among whom were Constant Mayer, Beard Minor and Wilson McDonald. When the McAlpin was completed, it was the largest hotel in the city's skyline. It is a magnificent 25 story building with 1700 rooms.

On the northeast corner of 34th Street is the Marbridge Building, occupying practically the entire block front. It houses many firms of international fame, and replaced the Broadway Tabernacle about the year 1902.

Between 35th and 36th Streets the Herald Building, which in its beautiful original was an adaptation of the Palazzo del Consiglio at Verona, still retains its fame as a landmark although the late James Gordon Bennett with his renowned printing presses have long since given way to retail shops. The blinking owls from atop the building and the striking of a great bronze clock chimes by two mechanical figures, features which have since been removed, provided a touch of the picturesque to this otherwise busy, commercial thoroughfare.

On the northeast corner of 36th Street, running through to Sixth Avenue from Broadway, the beautiful contribution made by the Greenwich Savings Bank to the skyline of the Herald Square district, is acknowledged by all who have visited it as an architectural gem. The Greenwich Savings Bank first opened 93 years ago at No. 10 Carmine Street, in the heart of Greenwich Village, from which it derived its name. Its first depositor on July 1, 1833, placed \$11 in its care for safe keeping. Today its thousands of depositors have to their credit over \$100,000,000.

Retracing our steps we gaze upon the monument of William E. Dodge, one of New York's famous merchants. This bronze stands in the triangle facing the Herald Building, where one can view the towering office buildings and many department stores, and obtain a good vision of New York's busiest traffic center. The placing of the Dodge monument on this spot was indeed appropriate, a tribute to one of Gotham's early merchant princes.

At the northeast corner of Broadway and 35th Street another huge office structure stands on the site of the former Coliseum which was opened in 1873. Ten years later it was replaced by the New York Theatre. It was known as the Harri-gan Theatre until September 17, 1895, when it became the Herald Square Theatre.

Before R. H. Macy & Co., opened their department store on the west side of Broadway, 34th to 35th Streets, in November, 1902, this entire block front was occupied by two, four and five story buildings and studios. In 1923, Macy & Co., erected a new 19 story addition to their store on 34th Street near 7th Avenue, which adds 12 acres of floor space to their old establishment and provides facilities for 150 new departments and a total of 10,000 employees.

Saks & Company came to New York from Washington, D. C., about this time, and opened their present store on Broadway at Herald Square. Saks' and Macy's were then considered the stores "farthest north on Broadway." The Saks store replaced a row of small buildings among which was Koster and Bial's famous cafe and the Old Parker House at 1305 Broadway, one of the most popular restaurants of the city at the time.

Gimbel Brothers' store on Broadway and Herald Square occupies the entire block front. It replaced Trainors' celebrated cafe at the corner of 33rd Street and the old Manhattan or Eagle Theatre which opened in 1875, with a variety show. It was the first theatre in New York to present Gilbert & Sullivan's "H.M.S. Pinafore" and toward the end of its career was turned into a motion picture house.

Today Herald Square is the hub of the city's great retail district, with 34th Street as its principal cross-town thoroughfare. The street has a civic association to guide its destiny. In 34th Street we find all kinds of specialty shops for women and men, a string of department stores and a score of hotels. It now has but one theatre near Broadway. During the daylight hours it is one of the busiest spots in the world.

The brief sketch brings us back to our starting point, the old Dime Savings Bank which will soon be replaced by a towering office structure. It was here that the old Bloomingdale stages began their journey uptown in those pioneer days. Many changes have also taken place in transportation facilities. The old horse car gave way to the cable and this in turn was replaced by the electric cars which take care of the congested district on the surface of Broadway and Sixth Avenue. Underground the subway trains rumble down Broadway while the Hudson Tube trains speed along Sixth Avenue and finally pass under the Hudson River across to Jersey City. From the Hudson Tube terminal an underground passage connects with the Pennsylvania Railroad station where passengers depart for all parts of Long Island and over the great Pennsylvania System.

In the evening the lights are dimmed in the offices and stores, shoppers and toilers wend their way homewards. Greeley and Herald Squares continue to hum with business. Newsboys take their places in the whirling mass. Horace Greeley, the epic figure of the American press, is there in spirit as well as in bronze.

This might give you a faint impression of what the city of New York holds in the center of one of its greatest cross-roads. I trust you have caught the inspiration as the picture was unfolded to me as one of the six million who has watched the great metropolis grow from a village to such mighty proportions as it presents today.

INFLUENCE OF THE AUTOMOBILE ON TRANSPORTATION

By WILLIAM L. COLT

Director of the Broadway Association



Transportation has been one of the most vital factors in the development of civilization. It has been said that the growth of the wealth of the world has been chiefly brought about by the improvement in its transport system.

The development of transport acts upon and in its turn is influenced by the progress of mankind. It affects and promotes intercourse between different peoples and continents; it creates opportunities for employing the forces of nature for the uses of mankind. Yet if one will review the history of transportation one may be amazed to find how slow was its evolution from earliest days to the beginning of the last century or how rapid its development has been in the last one hundred and twenty-five years.

A raft of logs bound together and pushed by a pole, a primitive boat hollowed from the trunk of a tree, a canoe made from the skins of animals, a galley rowed by oarsmen, a sail boat propelled by wind, marked the slow development of transportation by sea.

On land, burdens were first carried by human beings, then by the animals natural to each country. Chariots were in existence thousands of years before the Christian era, but the absence of good roads retarded their development. So it was not until the sixteenth century that carriages and stage coaches were introduced.

But with the beginning of the last century a great step forward was taken. Modern transportation by sea dates from 1807 when Robert Fulton's steamboat, the "Clermont," made its

first trip from New York to Albany on the Hudson River. Transportation by land received a similar impetus in 1829 with the introduction of the steam locomotive by George Stephenson.

The perfecting of the steamboat and the locomotive made possible the great industrial development of the United States in the nineteenth century. It has been said that every influence in the building of the Republic has been, in the last analysis, a problem in transportation. The great miracle of the nineteenth century, the building of a new nation, reaching more than three thousand miles from sea to sea, giving sustenance to more than one hundred million people and diffusing among them the necessities and comforts of civilization, to a greater extent than the world has even known before. This marvelous growth of our Nation can only be explained by the development of various forms of transportation. The evolution in transportation in New York City during the last century has been as picturesque and as vital as throughout the United States.

Broadway, the greatest of all municipal thoroughfares, has witnessed many changes since 1800, when private carriages and public stage coaches filled the transportation needs of the city. Until very recently we had a few quaint and grotesque relics of the horse car era. We were wont to smile at them, and yet horse cars played their part in the scheme of New York's development.

Only recently my friend, Frank Lord, was discussing this point with me. He said back in 1868, 42nd Street was "farthest north;" Yorkville in the 86th Street section was considered a distant suburb.

Anyone attempting to journey where 125th Street now intersects Manhattan, started at six o'clock in the morning in order to get back by nightfall. Relays of horses and change of drivers took place at intervals along the line. The car in which Mr. Lord rode, jogged painfully from the old Astor House up West Broadway, through Canal and Hudson Streets and finally, if the weather was good, at last arrived at 14th Street. After an impressive pause the next leg of the journey would be started, and then the hazardous trip to Harlem.

The horse car was followed by the cable car which was drawn by underground power. In 1870, the elevated railroad,

the first real rapid transit in Manhattan, made its appearance. In the nineties the electrification of the street car and elevated roads followed and then the boring of the great underground tubes for the subways marked important steps in the development of transportation in New York.

In the meantime another form of transportation was being evolved—the bicycle, the forerunner of the modern automobile. In the seventies we had a high wheel vehicle with the rider mounted on a large wheel, which was partially stabilized by a small wheel in the rear. One fault in this design was, that if the brake was applied too quickly, the front wheel would promptly toss the rider on his head. This was followed by the “safety” which was developed into the modern bicycle.

The bicycle, it must be remembered, was most essential in preparing the world for the automobile. It took people out into the country, it instilled a desire for the joys and the benefits of outdoor recreation and brought a demand for good roads. The League of American Wheelmen and other similar organizations took up this cry. The bicycle roads of thirty years ago have become in many sections of the country the fine automobile highways of today. The bicycle was also instrumental in the perfection of the pneumatic tire which later became such an important factor in the development of motor vehicles.

The decade from 1880 to 1890 saw the first of what became the modern motor car. It is claimed that the original road vehicle to be propelled by an internal combustion hydro-carbon motor was built in 1885 by Carl Benz of Mannheim, Germany. It was a tricycle equipped with a single cylinder motor, capable of developing a speed of ten miles an hour. Herr Benz met with opposition where a city ordinance limited him and his car to the use of certain streets during specific hours of the day. This was because of the effect his tricycle had on the nerves of horses and their drivers, principally the latter.

In 1879, George Selden an American engineer of Rochester, N. Y., had filed an application for a patent covering the use of a gasoline motor as the propelling force of a road vehicle. This was the first patent issued in the automobile industry. Then followed many years of experimentation with horseless carriages, as we called them in those early days. It was not until 1892,

that the first American-made car gave any convincing demonstration as a practical means of transportation. Charles E. Duryea was its inventor and builder.

In the spring of 1893 Henry Ford produced his first car. The same year Elwood Haynes of Kokomo, Indiana, completed his first automobile, although he did not announce it until the following year. The exact dates upon which these cars first ran are disputed, but the time was not far apart.

It is hard to realize that just thirty years ago there were but four gasoline automobiles in the United States, the Duryea, Ford, Haynes and the imported Benz—all four purely experimental machines. It was about this stage of the industry that in certain cities the authorities tried to compel a driver to have a man with a red flag walk or ride a horse ahead of the automobile to warn people of its approach.

Today, there are approximately twenty million automobiles in operation throughout this country. From the unrecognized and laughed at experiment of 1896, has grown one of the world's greatest industries with an invested capital of over \$1,600,000,000. Over three million people derive their livelihood from the manufacture of automobiles. The size and importance of this industry is illustrated on our own Broadway with Automobile Row, which extends from 50th to 70th Streets. Investments in land and buildings occupied by motor car concerns in this district alone are close to sixty million dollars. It was logical that Automobile Row should settle on Broadway, the thoroughfare that in a little more than a hundred years has become the "main street" of the world.

The influence of the motor car on the economic and industrial life of the country has been tremendous. The effect upon our social life is no less significant. The automobile has expanded our cities into far flung suburbs. It has converted our small out of the way towns into a network of community life. It has given us an individual unit of independence that permits us to go when and where we please with none of the limitations of a time table. It has helped to free women, especially country women from their old time isolation. It has enabled them to live in more desirable neighborhoods and to take their children to better schools. Twenty thousand motor buses daily transport

nearly half a million children to schools in the United States.

The man in the city derives much benefit from the motor car. It enables him to conduct his business with increased efficiency. It gives his wife and children more hours in the open and it provides greater means for healthful recreation.

But it is not the city man who benefits most from the motor car. The farmer is the chief beneficiary. Over four and one-half million farmers now use motor vehicles. Fifty-five per cent, more than half of all the automobiles manufactured, go into population centers of five thousand people or less. To the agriculturist, the automobile, combined with the radio, has meant the end of the isolation which formerly shackled him to his limited surroundings. The automobile forms the connecting link between his farm and market, his family, and the town with its advantages.

The history of the automobile is not only unique in its brevity and its remarkable success, but it is unprecedented in its effect upon the progress of our country.

To the pioneers of the automobile industry, America and the world owe a tremendous debt of gratitude. For much as the railroad has accomplished for the nation, trolley and subway for the city, the automobile has done infinitely more for mankind. It has so revolutionized our every day life that it may truly be said: "If time is money, only the rich can afford to walk."

NEW YORK'S CORRECTIONAL INSTITUTIONS

By HON. FREDERICK A. WALLIS

Commissioner of Correction
Director, Broadway Association



The Broadway Association has not only expressed repeatedly its sympathy and support of the forward and progressive plans of the Department of Correction of New York City, but has under the leadership of its highly efficient and progressive Managing Director, J. E. Gratke, taken a most active and vigorous part in bringing about the modernization of the department.

It is almost inconceivable that the great City of New York, first in all that is progressive and good, should have gone all these years without having provided facilities whereby every man and woman in our penal and correctional institutions could be placed in daily productive employment, and properly and scientifically classified, physically, mentally and morally.

There is going to waste daily the energies and abilities of from three to five thousand able-bodied inmates, who have been sentenced and committed. It is believed that if work be given these inmates, in manufacturing the needs of the city, and in performing other city work, the entire Department of Correction could be placed practically on a self-sustaining basis.

It is a fact that the inmates of city penal institutions during a year do work amounting to \$600,000; yet each prisoner works only an average of one hour a day. No wonder, then, that they come out of prison unfitted to resume lawful life. Their very idleness incubates thoughts of crime. The crimes which many of them commit tomorrow or next week, were hatched out in prison while they were doing nothing but lying around 23 hours out of 24, gossiping and scheming.

If prisoners were made to work hard while in prison, we should find a very sudden and material diminution of crime, and a falling off in the census of our penal institutions.

It seems to have remained for the Walker administration to inaugurate this needful reform. Not only should inmates of our punitive institutions be scientifically classified, segregated and trained along vocational, industrial and educational lines, but they should be made to perform profitable labor, and by this labor relieve the taxpayers of a large burden. These profits could be made to provide as follows:

First: The maintenance of the institutions themselves.

Second: A nominal sum to be laid aside monthly to the credit of the destitute family of the prisoner who performs that service. It is not the prisoner who suffers, but his wife and children, or destitute father and mother left at home.

Third: The prisoner himself would be returned to society with practical knowledge of trade, and with habits of industry which would lessen the chance of his return to crime and prison.

This vocational and industrial reform would save the city millions of dollars, and, what is far more important, would return these men and women to society as an asset instead of a liability.

The laws of the State of New York permit the manufacture and sale of prison-made goods to City and State Departments, at the prevailing market prices, without in any way interfering with organized labor and skilled artisans. The city is purchasing annually millions of dollars worth of supplies for many of its departments, which could be produced by the Department of Correction.

This can only be done in a penitentiary with industrial equipment. The savings effected through such an institution would prove it to be one of the best investments the city could make, aside from the educational and moral benefits that would accrue.

The cry today is for more parks, more playgrounds, more out of doors. Why not convert Welfare Island (Blackwell's

Island) into a big park and playgrounds? It is exceedingly valuable. It could not be bought for a hundred million dollars. It is in the very heart of the city, easily and quickly accessible; in fact, more centrally located geographically than Central Park. It is a crime to fill it up with criminals and delinquents. It should be a big park. Move the prisoners off. There are about 2,000 there at present. Transfer them to Riker's Island. Riker's was originally only 64 acres. It is now over 600 acres, and has been made from the street sweepings of the city. On these sweepings, or this refuse, of our city streets, let us put our 5,000 prisoners and thus work and cultivate these derelicts of humanity until they too become of some value, and we will be performing a service for the city and for the prisoners that no man can measure.

Furthermore, there are 840 men in the penitentiary at Hart's Island. We want to send them to Riker's Island also to work in an industry with those from Welfare Island. We can turn Hart's Island over to the Bronx as a beautiful park, with bathing facilities unsurpassed, and all within the city limits, and relatively at no cost to the city, other than the building of the prison on Riker's Island, which would be a tremendous asset to the city, and in time would pay for itself.

Yet, what is a \$5,000,000 debt for building compared to \$150,000,000 saved for two great parks. What an opportunity for the city. The comfort of those seeking air and recreation, the delight and pleasure of little children, and, behind it all, 5,000 prisoners on Riker's Island, paying their penalty, working out their own salvation, making the clothes they wear, manufacturing their own shoes and underwear, making the chairs and beds for our city hospitals and charitable institutions; making all the ice these institutions use; doing all their baking of bread, all their laundry; manufacturing police stanchions and automobile plates, etc.

It is generally accepted that sufficient information is not given to our courts of criminal jurisdiction at the time the prisoner is arraigned. More careful study of the offender of the law would enable the court to better adjudicate the case. This information should come through the proper and effective chan-

nel, and that channel necessarily is the Department of Correction. This department should be provided with facilities for ascertaining every important fact bearing upon the prisoner's mental, moral and physical status.

This could readily be accomplished by centralizing all men arrested in Manhattan and The Bronx in two institutions, thus eliminating the several district prisons in Manhattan, with their consequent fixed overhead charges and current expenditures. Furthermore, the duplication of present court activities would be largely avoided.

The Department of Correction is the largest of its kind in existence. It has the care and custody of all violators of the law who have been apprehended and held in default of bail, awaiting trial in the various courts, including Manhattan, Bronx, Brooklyn and Queens Boroughs. It holds also in custody, awaiting transfer to the respective institutions, persons convicted and sentenced to State Prisons, New York State Reformatory at Elmira, and the New York State Reformatory for Women at Bedford. Federal prisoners are also held in custody of this department.

During 1925, this department received over 50,000 prisoners; over 5,000 of whom were women. The average number of prisoners in the custodial care of this department is from 4,500 to 5,000 daily.

This department does not pamper or coddle a prisoner. Such treatment is not only ineffective but decidedly demoralizing. The department has laid down strict rules of discipline and order that regulate every hour of penal life of the inmates. The world is awakening to new ideas of humanity and correctional procedure. The old idea of protecting society by retaliatory methods has given way to the modern plan of returning men and women to society with new ideals of citizenship, with proper respect for law, and trained in some vocation that will enable them to earn an honest livelihood for themselves and their families.

We have 18 big institutions in the Department of Correction. I have only touched on three of them. We have the largest hospital in the world for the treatment of social diseases of men and women. We have the largest drug hospital in the world for

treatment of addicts, and 60 percent of all our prisoners are users or sellers of drugs. The average age of our drug users is 23 years. We had over 11,000 young men in our city prisons last year, from 16 to 25 years of age. Indeed, crime has increased so fast and the census, or population of our New York prisons has grown so large, that last year the department served over 400,000 more meals than the preceding year.

Much is being written and spoken concerning the crime wave, the robberies, burglaries, hold-ups, homicides and even suicides. Scarcely a newspaper or magazine, secular or religious, hardly a sermon or lecture, but what is condemning some special thing as promoting and inspiring crime. Most of them are correct.

But if the unwholesome movie, the indecent dance, the vicious cabaret, the questionable play, wayward companions are dragging our young people down, then who is to blame? What is after all the great crime of today? I will state it, and unqualifiedly. The great outstanding crime and tragedy of today is not the dance, the theatre, the movie. It is parental neglect. If certain places are bad or degrading, and even of criminal influence, and our young people are going there, why do parents allow their boys and girls to go and to mingle there? Here is the trouble: Fathers and mothers are not staying at home today if they have anywhere else to go. The children are neglected and society reaps the result. You can't neglect the boy and make the man; you can't neglect the girl and develop ideal American womanhood.

The prisoners and the criminals of the next five and ten years are the boys and girls of today, and to neglect them is the outstanding crime of the hour, anything to the contrary notwithstanding.

The Government and a Nation moves forward or backward on the feet of its young people. In what direction are your children in New York City moving? Is it toward the church, toward the school and innocent amusements or in the direction of the penitentiary, the workhouse or toward Sing Sing? The answer is with you, for they cannot move both ways at once.

NEWSPAPERS OF PARK ROW

By EDWIN S. FRIENDLY

Business Manager, The Sun



It is my purpose to sketch the history and development of the press of New York City, to tell the story of Park Row, to talk about that institution which even in its cradle days was lusty enough to draw from Wendell Phillips his famous phrase:

"Let me make the newspapers and I care not who makes the religion or the laws."

Journalism in the United States was created and nurtured by a few very poor men. They set to work in lower Manhattan around 1830 and after a period of some forty years their labors showed fruit in some of the most powerful organs the world has known. Of course, there were newspapers before 1830. New York had a handful of them. They were on the whole flaming political pamphlets which sold for the tidy sum of six cents and which had no concern for news or for the ninety and the nine who would not or could not pay six cents for the privilege of reading the rantings of the Whigs or the Democrats. The circulation of no one of them was more than 3,000 copies.

Coming to the year 1832, we find Andrew Jackson, President of the United States, Enos Throop, Governor of New York and Benjamin H. Day, a poverty-stricken printer in a rickety little shop at 222 William Street. Forty-second Street was the limit of the city, Harlem was another world, Goellet kept his cow on the lawn in front of his Fifth Avenue Mansion, Cornelius Vanderbilt was operating steamboat lines on the Hudson and in the Sound and then as now Wall Street was the financial center. Columbia College lay across from City Hall Park in the square bounded by Murray, Barclay, Church and Chapel Streets. The

men wore stocks, high belled hats and plum colored coats, the women crinolines.

Cooper and Bryant and Irving were the literary lights. Longfellow was a professor at Bowdoin, Whittier had just burst into song and Emerson and Thoreau were yet on their way. The stage boasted such stalwarts as Macready and Forrest and Hackett.

Into this world one bright June day came The Sun. Ben Day, that printer, had clipped, copied, written, set to type and printed four small pages of news and near news which he offered to the public at one penny a copy. And contrary to a unanimous opinion of the experts the public wanted a penny paper. Day's theory of news, a theory which he vindicated was that the fall of a steeplejack from the roof of a five story skyscraper was more interesting and more important than was the fall of the British Cabinet.

Success followed fast, the circulation of The Sun ran up into five figures and soon it had company in its field. The first was James Gordon Bennett, lately arrived from Scotland with a capital of \$25, and who had done some battling for Andrew Jackson and his banking ideas in a paper in Charleston, S. C.

Bennett came out with The New York Herald in 1835 and aside from his genius made it a success by printing in it detailed and first person accounts of his horse-whippings at the hands of the fire-eating James Watson Webb. Indeed, the last, an editor of a six center seemed to take his daily dozen out of Bennett's hide. But Day had no hankering for such a circulation builder and loving Webb little more than he did Bennett he warned the belligerent Colonel that the three editors of The Sun each had a brace of pistols for use on a man with a horse whip. If they were not giants in those days these men were at least game-cocks as witness the poet Bryant, editor of The Post, using his cane on the head of a contemporary.

Horace Greeley followed Bennett, entering the arena in 1841 with The Tribune founded to counteract The Sun and The Herald which were Democratic in tendency and not at all favorable to abolition. Then years after Greeley, The New York Times

was founded by Henry J. Raymond and George Jones and it became the organ of those Whigs who didn't care for Greeley. As was inevitable Greeley and Raymond came to be as excellent a pair of haters as the city knew.

Nassau Street was newspaper row in the fifties with The Sun and The Herald facing each other from opposite corners at Fulton Street and the other papers in nearby streets. This was the era of a personal and political journalism which played the pipes for a nation that was marching on to war. The Sun had been sold by Ben Day to his brother in law, Moses Yale Beach who kept it going as a two fisted, independent and progressive daily. Bennett was out for the sensational news, was sympathetic to the South and interested in finance and business. Greeley was the great reformer and doctrinaire, Raymond was a facile writer, a skilled lawyer and an orthodox politician. Greeley fought the battles of the Abolitionists, the farmers, the Socialists and of Horace Greeley. In none was he less successful than in his own. If Greeley had not been cruelly disappointed and cast aside by the New York political machine, a certain lawyer from Springfield might never have been nominated by the Republican convention in Chicago in 1860. To many the story may be new, so here it is. Employed in his youth to run an Albany paper for Thurlow Weed, Horace Greeley had become a camp follower of this political boss and his colleague, William H. Seward. They didn't seem to worry much about Greeley's power, for time and again he was brushed aside from a desired political office. At last he saw his enemy Raymond preferred before him and Greeley's pride could bear no more. He broke with Governor Seward in a letter that is a classic.

This was the state of affairs when Weed went to Chicago in 1860 with the nomination of Seward settled beforehand. Arriving there he found Greeley sitting in the convention with an Oregon proxy and using the tremendous influence of his paper with the rural delegates to encompass the defeat of Seward. The nominee of that convention was Abraham Lincoln.

During the Civil War there were exciting times in Printing House Square which was that part of Nassau Street from Spruce

to Frankfort Street. The Tribune was on the site of the Tribune Tower at the corner of Spruce and Nassau Streets. The Times in a five story flatiron building where the Park Row building now stands, at the corner of Spruce, Nassau and Park Row, and The Sun a few doors from The Tribune.

Horace Greeley and Henry Raymond were in the bad graces of the anti-war element, so much so that they mounted cannon in the square to meet a mob attack. Raymond died in 1869 and Bennett and Greeley in 1872, the last named a shattered wreck after his defeat for the presidency.

And after these came Charles A. Dana of The Sun, Godkin of The Post and later Joseph Pulitzer of The World. The men in Park Row kept on with plenty to fight against in the age of political corruption that followed the war. Here we had the scandals of the Grant Administration, Black Friday, the rise and fall of Bill Tweed, the sending of Stanley to Africa and the Hayes-Tilden election.

That was a memorable morning, the 7th of November 1876, while Broadway shrieked with horns and voices of triumphant Democracy and the press of the city had conceded the election of Tilden, John Reid an editor of The Times poured over the returns in the early hours of the day. It dawned on him that if South Carolina, Florida and Louisiana could be counted for Hayes there would be deadlock. He rushed up to the Fifth Avenue Hotel, got the Republican leaders out of bed and the election was stolen.

On to the nineties and Joseph Pulitzer put up the tallest building in the city called the World Building, alongside the Brooklyn Bridge. Bennett was the first to strike for the north and he put up his palace-like plant to house The New York Herald in the square at 34th Street and Broadway. William Randolph Hearst came from California with his new form of journalism and set up shop in the old down town section. Today The New York Times and The Herald Tribune are uptown while the others stand by the old homestead. The Herald and The Tribune have been merged as part of the economic program for newspapers pursued by the late Frank Munsey. He combined the

old morning Sun and The Press with The Herald, he put The Globe into The Sun and The Mail into The Telegram. It was his theory that too many newspapers that were not economic successes were dangerous and that fewer and better and stronger ones were preferable.

The Sun and The New York Telegram are published today under the leadership of William T. Dewart, who succeeded the late Frank Munsey, and who, in accordance with Mr. Munsey's wishes was elected president of the Munsey enterprises at Mr. Munsey's death. There has been no other change in the executive staff of these great newspapers. The Pulitzer banner is still nailed to the masthead of The World with Ralph Pulitzer, son of the great Joseph Pulitzer as publisher. William Randolph Hearst maintains three newspapers in New York, The American, The Journal and a tabloid called the Daily Mirror. The Tribune passed on to Whitelaw Reid and with the acquisition of The Herald has become the sturdy Herald Tribune under the editorship of his son Ogden Reid. The New York Times was reborn thirty years ago when Adolph Ochs came from Chattanooga and bought the controlling interest. And its news power has come not as a political organ as Raymond had it but as a newspaper in the strictest sense of the word with an international reputation.

The Post passed a few years ago into the control of Cyrus H. K. Curtis of Ladies Home Journal and Saturday Evening Post fame and Mr. Curtis is building a new home for this old journal in downtown Manhattan. We also have two other tabloid newspapers, one of which is The Daily News, which is an offspring, and a husky one, of the giant of the mid-west, The Chicago Tribune. The other tabloid is the Evening Graphic, given to New York a few years ago by Bernarr MacFadden, magazine publisher.

There are many foreign language newspapers in the city of which the Staats-Herold, a German Daily, is the best known. It was founded back in the Civil War period and formerly occupied the site of the Municipal Building, being moved later to Park Row. Herman Ridder won renown as the editor of the Staats-Zeitung, and the property has been handed down to his capable sons, Victor, Ben and Joseph Ridder who amalgamated the German Herold with it.

And with all the movement uptown, Park Row still holds the balance of the newspapers. For in the area about City Hall one may find them all with the exception of The Times and The Herald Tribune.

The newspapers of today have critics who mourn for "those good old days" of personal and other kinds of journalism even as there were those who mourned over the loss of Greeley as meaning the end of journalism. And Dana said then that such talk was "a great deal of twaddle."

The purpose and character of the editors and reporters are as high as the profession has ever known. The American newspaper of yesterday with its eight pages and that of today, with its eight times eight pages differs only as the nation has differed. That difference is mainly one of size and the improvements brought about by science.

Henry Ward Beecher might well say today as he did say in the past:

"In the United States every worthy citizen reads a newspaper and owns the paper which he reads. A newspaper is a window through which men look out on all that is going on in the world. Without a newspaper, a man is shut up in a small room, and knows little or nothing of what is happening outside of himself. In our days newspapers keep pace with history and record it. A good newspaper will keep a man in sympathy with the world's current history. It is an ever unfolding encyclopedia, an unbound book forever issuing and never finished."

HOUSING THE GARMENT TRADE

By A. E. LEFCOURT

Of the A. E. Lefcourt Realty Holdings



I am indeed very happy to speak on the subject of "Housing the Garment Trade." This opportunity opens the avenue for some actual information that has never been rightfully brought before the public and on many occasions shamefully hidden away.

It is unfortunate that so few people appreciate the magnitude of the women's garment industry of this great city, although its growth has been so astonishing that I doubt whether any-

one realizes that today it stands as the second largest industry in America.

Permit me to take you back about 20 years and briefly recall the activities of the women's wearing apparel industry at that time in New York. The annual output of manufactured garments did not exceed \$300,000,000 in the 1900 period. The working condition of the industry at that time was not a very complimentary one. The sweat shop, of which no doubt you have heard and of which you have read, actually existed among the workers and the employer as well, so that as far as the living habits of the employers and employees were concerned, they both lived in the same atmosphere. This is one of the reasons why the garment trades as a whole were not looked upon with any degree of favor. Another setback to the progress of the industry was the low standard of business ethics that prevailed. However, time has changed this atmosphere and the industry has grown to such an extent that it now occupies a dignified and prosperous position equal to that of any manufacturing enterprise in the world.

The development of the women's wearing apparel industry

has reached a figure during this year which manufactures and ships throughout the United States and to foreign countries over one billion dollars worth of garments annually. New York City can truly point with a feeling of pride toward the fact that no industry in the United States can boast of a saner or more progressive industrial standard than that which governs the needle trades at this time.

The progress recorded by the leaders in the garment trades during these epoch making years is a distinct tribute to the many thousands of employers who have raised the standard of working and living conditions of over 50,000 employees as well as to provide every modern comfort for an additional 150,000 workers who depend upon the women's garment trades for their livelihood. To accomplish this, required an investment in buildings and other equipment exceeding \$200,000,000. So widespread has been the influence of the modernization of the garment trades in New York that the new movement has won the praise of innumerable social service societies and welfare organizations throughout the nation.

It is with pardonable pride that I am able to say I have been associated in part with the re-location of this great industry since 1911. It was in connection with the development of the first structure in the garment center that I risked almost everything I had. My most sincere friends told me frankly and honestly that from what they knew of the garment trades, I could never centralize the garment industry, from the time-worn lofts downtown to the newly selected zone uptown. There came to me continually the mental picture of the thousands of garment workers strolling along Fifth Avenue at the noon hour, and while they had a perfect right to occupy the sidewalks and enjoy the free fresh air of the moment, they naturally were blocking traffic to such an extent that the very finest retail shops on Fifth Avenue would suffer the loss of trade. Regardless of the most discouraging statements that were made to me, I felt the time had come when this congested condition would have to cease. The more I studied the situation the keener my confidence developed in favor of the idea. I, therefore, determined to relocate the women's garment center from the retail section as it existed, to the west side, thereby removing the traffic interference

with the retail stores and providing new and modern homes for the garment industry as a whole.

At this point in my career a friend one day was good enough to recall the famous quotation from the pen of Charles Genslinger, who once so aptly wrote: "They said it couldn't be done, but, he, poor fool, didn't know it, so he went ahead and did it."

New York is the dressmaking capital of America. While Paris also makes some very wonderful clothes, the designing ability of our leading manufacturers is such that I have always believed America's leadership has been well established. One has but to observe the skyline of Broadway, from 35th to 39th Streets, and westward toward the Hudson River, to realize that this new industrial expansion can be likened unto a city within itself. What was once a dilapidated, poorly housed and inadequate industrial center a little more than five years ago, is today a giant forest of towering buildings of the most modern type toward which New York can point with justifiable pride.

In 1925, New York City alone shipped to the retail merchants in America and many foreign countries, over one billion dollars worth of wearing apparel. This year, 1926, I am confident will see the trade topped by several millions more by reason of the stabilization of the foreign markets. The American women are the best dressed people in the world and garment styles are created and manufactured in New York City.

It is unfortunate that even today with the improved conditions the phrase "sweat shop" is still used whenever some industrial strife occurs. In behalf of the garment industry I would like to contradict this statement most emphatically. Those of us who know the actual conditions governing the present housing of the women's garment industry, realize that it is an unjust statement to classify the industry with what it was in years past. Nothing should be left undone on the part of the leaders constituting the industry, to bring the improved conditions that now exist to the attention of the public.

The time is now approaching when another vast industry will be centralized in a new section of New York City. This will be the manufacturers of the men's and boys' garments. When this movement is finally accomplished the influence con-

stituting this particular branch of the wearing apparel industry, will realize the same benefits for both the employer and the employee that the women's wear industry enjoys. Centralization saves visiting buyers much time, reduces a great deal of expense and increases their purchasing power.

The personal pleasure derived from this building activity is not figured by the amount of dollars and cents that it may net, but the natural satisfaction that follows in having performed a service to the public and the city I love, that has already borne good fruit.

WHERE THERE IS LIGHT THERE IS PROGRESS

By A. F. BERRY

*Director and Supervisor of District Chairmen,
Broadway Association*



My contribution to the Broadway Radio Series was inspired by Frank W. Smith, the genial and farseeing general manager of the United Electric Light and Power Company, who spoke so brilliantly on this subject at a recent luncheon given by the Broadway Association.

No subject could more fittingly describe Broadway than to speak of its progressive spirit around which its teeming millions gather by day and assemble by night in testimony of the magnetic influence of light.

The history of Broadway itself confirms the assertion "Where There is Light There is Progress." On May 6th, the city celebrated the 300th anniversary of the purchase of Manhattan Island by Peter Minuit. This pioneer tradesman and diplomat, named by the West India Company as Governor of New Netherland, sailed from Amsterdam in December, 1625, in the "Sea Mew," arriving, so history records, at Manhattan Island May 4, 1626, and, after a superficial survey, estimated the Island as about 22,000 acres more or less in area and purchased these acres from the Indian Chiefs, gathered at Battery Park at the foot of Broadway, for the then stupendous but now munificent sum of \$24.00.

"Where There is Light There is Progress." To what extent has the great thoroughfare which the Broadway Association represents, contributed to the progress of our city, and to what extent has Broadway contributed light? Not only artificial light, but the light of education, commerce, trade and refinement, all

those things which go to make life worth while. To Broadway belongs the distinction of being the first electrically lighted street in New York City. Let me quote from the New York Herald of 1880, forty-six years ago, under the caption, "Electric Lights on Broadway:"

"A large number of people were attracted to the vicinity of the Fifth Avenue Hotel last night by the announcement that the first experiment of lighting Broadway by electricity would be made near that point during the evening. From Fourteenth Street to Thirty-fourth Street at every corner was a tall iron post upon which had been placed one of the lamps, and each one from dark till about ten o'clock was intently watched by a little knot of patient waiters. After that time the street resumed its usual appearance, the crowd gradually thinning out in deep disappointment. At a quarter before twelve, the current was turned on to test the circuit, and for a few moments Broadway from Fourteenth Street to Twenty-sixth, as far as the lamps had been connected, was vividly bright, but soon grew darker and darker as the lights flickered, one by one, and went out. Some kept up a spasmodic blaze for twenty minutes, when the current was turned off and the gas was left in undisputed possession. The failure of the trial was explained by the managers to be due to the improper adjustment of the attachments, most of the lamps having been put up after dark. On Monday night, at six o'clock, all the lights will be in running order, when the illumination, which is to last all night, will take place."

It is a matter of record that on the second night the lighting was successfully accomplished. Following the successful demonstration, there was rapid progress in the lighting of the public streets as well as in commercial illumination by the then only existing electric lighting system, namely, the series arc lamp, now passed into history.

Let us take a little trip along Broadway. First, passing through the great financial district, beloved Trinity raises its historic and graceful spire toward the heavens, which our "skyscrapers" seem to be trying so hard to reach. Other churches shed their celestial light along the path of our journey, among

them being St. Paul's Chapel, Grace Church, the Broadway Tabernacle and many others, until we reach the Chapel of the Intercession in the northern section, and still farther on, now in the course of erection, the great Broadway Temple, which will tower as high as the Woolworth Building.

Stop a moment in the Great White Way, where a greater number of incandescents blaze, both day and night, than in any other section of the world and where our Broadway—"lets its light so shine that all may see its good works." In this famous center of amusement, entertainment and instruction, lightheartedness may be found in abundance, enabling millions to find enjoyment and relaxation, substantial "light," whatever one's taste or inclination may desire.

Leaving this center of activity of the theatre and lecture hall, not forgetting, in passing, that great temple of the operatic art, the Metropolitan Opera House (and what a pity it is that according to reports, its days seem to be numbered), we pass through the widely known and renowned Automobile Row, extending as far north as 72nd Street, finding ourselves immediately on the threshold of a great residential district, terminating, for the moment, at Broadway and 116th Street, where the light of knowledge illumines the buildings of learning comprising Columbia University.

Proceeding northward, we turn temporarily off our way slightly to the east to pay our respects to the College of the City of New York, where, through the munificence of our great city, a liberal education in the arts and sciences, free to all, regardless of race, creed or color, is bringing light and hope into the lives of many.

Returning to our journey's path, we find a continuation of the residential district, beginning at about 135th Street, which brings us into the Washington Heights section, so rich in historical association. Proceeding further, we reach 168th Street, the site of the greatest group of hospital buildings in the world, now in course of construction.

Thus, we are at the approximate terminus of the northern residential section, where, somewhat further on, begin the great

open spaces, which prevail as far north as the Dyckman section, meeting up again with the district of populous habitations in historic Inwood. Broadway continues thence without break in its development as far as the city line at Van Cortlandt Park, its path continuing uninterruptedly northward into and through Yonkers until it reaches the State Capital, Albany.

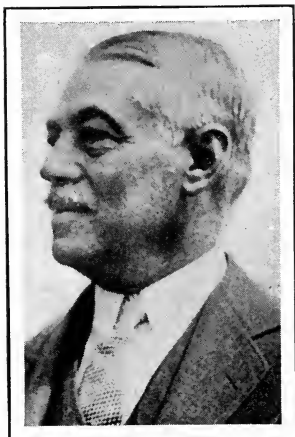
On our way, we have passed the many rest and breathing spots which Broadway affords, commencing at Battery Park and proceeding along its environs we have found Bowling Green, City Hall Park, Union Square, Madison Square and Herald Square; Columbus Circle, the gateway to our great Central Park, Lincoln Square, Sherman Square, etc., all these breathing spaces breaking the sequence of the buildings which line the walks of the "Grand Canyon of American Business"—our own Broadway. Many of our ancestors lie at rest along the pathway, at Trinity and St. Paul's and the Chapel of the Intercession, where they have found eternal light.

Truly a great thoroughfare and worthy of the best efforts of this Association and all of our citizens toward its upbuilding and advancement, is our Broadway. May it continue to shine and prosper.

BROADWAY'S FASHION PARADE

By SAMUEL WALLACH

Director of the Broadway Association



Fashion is very much like the weather. It has a great deal to do with the progress of industry and leaves a marked effect upon our social life. In the process of the development of civilization, we have all more or less become creatures of habit and worship at many different kinds of shrines. The element of dress discloses the opinions we hold and oft-times establishes the place we fill in life's drama.

Brilliant as the history of Broadway reads, glorious as its skyline appears to the eye, the story of Broadway scintillates with human interest because throughout each busy hour of the day and the relaxation period of night, there is a fashion parade constantly in evidence. The passing throng makes Broadway what it really is—the greatest street in the world.

People with a few minutes to spare, could do far worse than walk up and down Broadway, alert for the styles that are being worn by the city's more permanent population.

One can readily see that men as well as women have become "clothes conscious" as evidenced by the color in the male attire. Men are no longer satisfied with the drab and uninteresting clothes of other years when all they thought of was to obey the law and wear something to cover their bodies. This idea has gone with ten cent shaves, horse cars, knee length doors and the art of cocktail shaking; even the style of sodas and sundaes have changed since those days.

The highest apex in beauty of men's clothing was reached in the age of George IV when Beau Brummel flourished. The

lowest point in sartorial history was during the Victorian period when the dull drab frock coat flourished along with "dun-drearies." Edward VII tried to lighten the period but his efforts did not make much impression. Alexander Levy, vice-president of Hart, Schaffner & Marx makes the following statement: "Today we are having the greatest reaction from this period of drabness in men's clothes that there has ever been in sartorial history. This is exemplified in the new color consciousness, in the variety of designing, and in the effort made by men to garb themselves correctly for various functions."

Old time New Yorkers will well recall the days of the Metropolitan Hotel, The Fifth Avenue Hotel, Delmonico's, Sherry of olden times, where frock coats and high hats adorned the males and the fairer sex hid their bodies from throat to heel. As Briggs would say, "Those days are gone forever."

Today, clothes are an important part of the American business man's life; success or failure is influenced by shabby or spic-and-span clothing. Social prominence has always been the reward of the well dressed man and woman.

Edward Jordan, president of the Jordan Automobile Company, recently wrote a lucid statement of interest to every man of affairs. "If you will let me look into the wardrobe of a man's dresser, I could tell you pretty well what type of man he is. Once a man learns that the first impression which other people receive is the most important, he acquires the habit of dressing in good taste."

It is the consensus of opinion among the industrial leaders of America that clothes are an important factor in a man's business career.

Years ago, about the time Broadway was a cow path, women were burdened with a dozen skirts which formed a tremendous hoop effect. Today, the newspapers had a story about the average New York women's attire weighing less than sixteen ounces.

College men influence the style of the male sex. Clothes worn by members of exclusive clubs at Princeton set the fashion for the rest of the universities and their influence is speedily reflected in the style of clothes worn by the younger men in all parts of the country.

For the past eight years, according to many style authorities, the double-breasted coat has not been worn by college men. Within the past few months, however, members of Ivy Club at Princeton, membership in which entitles a man to recognition in at least a half dozen of the most prominent New York clubs, have appeared in suits with the double-breasted coat. What these young Beau Brummels wear is quickly adopted by the majority of men at the university and establishes a precedent followed at other colleges and by prep school boys throughout the country.

It is accepted as a sure prediction that this season a great percentage of collegians will wear the double-breasted coats, judging by the success of other styles first started at Princeton.

Since New York holds a prominent position as the metropolis of the nation, it is but natural that great thoroughfares like Broadway and Fifth Avenue should develop into magnetic style centers. Without attempting to boast, New York holds first place in the volume of production in men's and women's clothing. The output of the garment center exceeded one billion dollars during 1925 which is second alone to the steel industry, the largest producing single unit of wealth in the world.

Perhaps these thoughts have been expressed before, but with the ever changing atmosphere of the four great seasons, the evolution we find before us daily in our industrial activities, the perpetual struggle to improve our social conditions, lead us all at frequent intervals to think most seriously at times just what we are going to wear with a keen sense of appreciation of what our friends have to say about our clothes.

HOW BROADWAY TELLS THE WORLD

By HAROLD J. MAHIN

Director of the Broadway Association



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Once upon a time, not so many years ago, there came a night when Broadway was dark. No doubt you smile and believe this to be a "bed time story" for it seems impossible that in our age and time such a thing could happen. But, it is a fact that during those exciting days of the World War when every energy was being directed toward conservation of food and money and coal, the lights of Broadway were turned off for a few memorable evenings. Those who witnessed this strange phenomenon will never forget the bleakness of that street, which under ordinary circumstances is a blaze of golden colored lights, more lights in a single few blocks than are used to illuminate many entire towns of 10,000 and more inhabitants.

The Great White Way was christened about twenty years ago by the late O. J. Gude, the first man to conceive the idea of electrical displays of tremendous size and beauty as a means of advertising the leading products in the world's market. From that time on until today Broadway has been the Mecca for visitors from every part of the civilized world, who make it a special point to spend some time of an evening witnessing an illumination that represents an annual investment of \$20,000,000.

Seldom does a distinguished visitor from abroad come to New York without being thrilled by the lights of the Great White Way, for it is a sight that has no rival either in this country or in Europe. True the companies responsible for the design and erection of these gigantic spectacular displays have executed some individual foreign orders. Just a few years ago

one electric sign designed in Chinese character, was sent to Shanghai and another to Bangkok, this latter at the order of the Royal Prince of Siam who wished it as an adornment for his palace. But it remains for the world at large to come to Broadway to see this spectacle of electric displays.

A prominent writer has said that by "these electrical signs, Broadway Tells the World" and this is probably nearer the truth than even the writer realized. Time after time advertisers enjoying the prestige of this form of advertising have been surprised to find orders coming to their factories from the uttermost ends of the earth as well as from American towns far remote from New York City. So it has proved that Broadway is a street that nightly entertains literally thousands upon thousands from outside its own domain.

There is a fascination about the whirling, scintillating night signs that attracts the attention of all who behold them. There is a pleasing variety in the many colors and clever effects, that does not weary the onlooker, even though he be a seasoned New Yorker to whom Broadway is a familiar haunt.

Perhaps you have been on Broadway some evening during the last few months, and witnessed the giant typewriter which lives in action against the night sky. Standing above Broadway and measuring more than sixty feet in height, this Royal Typewriter reveals a steady activity, the keys of the keyboard depress, the red ribbon passes across the face of the machine, the carriage comes to the end of the line and reverts back to its first position, the paper in the carrier goes up a space until one can almost believe that a real letter is being written there, high up in the sky above the thousands who look upward from below.

An eagle 40 feet high with its flapping wings flies atop the Hermitage Hotel for Anheuser Busch; the familiar trade mark of Chevrolet automobiles meets the view from three distinct places of vantage; the name Breyer and Ice Cream stand forth in letters of amazing height; Harvester Cigars and a cigar 45 feet long pop out from the darkness at 48th Street—all these are "Telling the World" from Broadway.

Looking along Times Square are the unusual electrical displays of Arrow Collars and Maxwell House Coffee with two cups

15 feet high. These represent names that are household words—and perhaps they are so well known by virtue of the fact that they supply the background of Broadway.

Another wonder of the "Great White Way" was the illuminated sign of Squibb & Son on the Claridge Hotel, which portrayed their dental product in large dimensions, by means of soft hued lights which accented the mammoth painted picture that revealed to all who passed, the work of a master poster artist. Like a gigantic gold picture frame the border of this display was designed by a famous architect and reproduced in bronze. It was a brilliant, enormous painting one hundred feet long and 20 feet high.

The life of a display on the Great White Way is determined actually by the duration of the contract, but oftentimes the life of a sign lingers long after the physical structure has been removed. There are innumerable records of visitors, who after seeing the lights on Broadway, have been asked which of the signs they liked best, and often in naming the signs they have seen during the tour, they will mention some famous spectacular sign such as the "Corticelli Kitten," or "Raincoat Boy" of the National Biscuit Co., Coco Cola, the playing fountains of Wrigley's or the "Eskimo Kids" of Cliquot Club Ginger Ale, all of which have not existed on the famous street for some time.

It was only last June that the Prince of Wales mentioned at a public function in London his impression of a sign that had not been on display for more than a year. This illustrates that the impression had lasted in his mind covering the time between his first visit here and his return a season or two later.

On the occasion of New Year's eve celebration, a journalist described the gay scenes of the evening and closed his article with a description of the "Fisk Tire Boy" about to retire, with blinking eyes and blowing candle—a display that has been absent from Broadway for several years. Thus we have frequent evidence that the movement of the lights, the variety of the designs, all make deep and lasting impressions on our minds, which remain in our memories for many years.

Stand for a moment during the busy hours of the day or night on Broadway and 42nd Street and study the great masses

of people moving slowly north and south. If you will consider the real estate values along this famous thoroughfare, you will realize that Broadway is a street of the millions, of people from everywhere, brought together by the irresistible desire to visit and move in its atmosphere of people and crowds. Actual checks made recently indicate that one million people pass through Times Square every day. This then, is Broadway, and this then is why the lights of Broadway win favor for they can actually be said to be performing a mission, and a great mission, that of "Telling the World."

OUR DAILY BREAD

By AUGUST JANSSEN

Director of the Broadway Association



Little Old New York has a ravenous appetite. The family belonging to Father Knickerbocker has grown to over six million people and they consume over four million dollars worth of foodstuffs every 24 hours.

This might seem strange to one who is not accustomed to large figures, but once they are analyzed they will reveal a wondrous field of activity that supplies the human needs of such a great metropolis as New York.

It is a wonderful story, the description of how this great melting pot of humanity receives its daily supply of food, the source from which it comes and the manner in which it is placed in the hands of the ultimate consumer.

All the world participates in feeding the people of New York City. The combined capacity of over 27 steamship lines, nine transcontinental railroads and a battery of motor trucks form a line of transportation averaging 3,000 carloads of food products per day which roll into the heart of the city as it awakes for its daily tasks.

The average haul of fresh food products to the New York market is 1,500 miles, and Father Knickerbocker is not modest when it comes to giving a preference to rich and rare viands for which sometimes he is called upon to pay a handsome premium.

The table wants of this great city as given in a recent report by the Commissioner of Markets, are supplied directly by 15,000 restaurants; 5,000 bakeries; 7,000 fruit and vegetable stores; 12,000 retail butchers; 19,000 grocery stores; 4,500 delicatessen shops and many thousands of other purveyors of food

including the long familiar huckster, vendors with their market baskets, carts and stoop-line stands.

The pushcart seems to be an indispensable market asset in New York, because this licensed vendor will reach nearly 9,000 operators. The ice man in New York is as important a personage in the summer as the coal man is during the winter. Formerly natural ice was gathered and stored along the banks of the Hudson River, but this trade has become extinct since modern refrigeration and thus New York has nearly 9,000 individual ice dealers in the metropolitan area.

Besides taking care of its own official family claiming residence within the five great boroughs, New York is called upon to feed an average of 300,000 daily visitors and fully a million commuters who call for everything from a ham sandwich to the rarest tidbit in the culinary art.

It might be interesting to know that in a recent survey made by the United Restaurant Owners' Association, the astounding fact was revealed that the popular dish served to the average Gothamite was the plebeian portion generally served under the name of corned beef and cabbage. The second choice was voted to the vegetable dinner; the third to veal cutlets; the fourth to roast Long Island duck, and the fifth to filet mignon. The fair form of ham and eggs is at the bottom of the list and is no longer the typical American dish. The honor for the most popular dish at least in New York must now go to Mr. and Mrs. Corned Beef and Cabbage.

Sometimes it is amusing to learn just how some popular dish is invented and from where it comes. Like chewing gum, we know what it is, but could not tell of what it is made. Very much like the American-Chinese chop suey, it has everything in it but the kitchen stove. The story is told on a Chinese diplomat, the late Li Hung Chang when he represented his country as Ambassador to Washington, that once upon a time a party of Americans called on the Oriental Prince at his apartments and were eager to try a Chinese dish of some kind. Li Hung Chang had dined, but he directed his cook to throw together from the materials on hand something that looked strange and tasted the

same. The concoction turned out to be what "Li" promptly termed chop suey. The dish became so popular in Washington that all the Chinese cooks learned how to prepare it and presto, we have on our menu today—chop suey. Be it known that chop suey was not made or eaten in China at this time.

Another statement might be of interest, that of the volume of consumption of one particular item, the very popular head lettuce. In 1923 New York received 115,632,000 pounds of lettuce from the four corners of the earth. In 1924 the city consumed 133,000,000 pounds of lettuce, or an increase of 17,000,000 pounds over the preceding year. It might be a neat example for some mathematician to compute the portions of lettuce as we understand the vegetable when reduced to salad, that will be found in one hundred and thirty three million pounds.

Father Knickerbocker is also good to the dairyman. In butter supply alone New York consumes eleven million pounds daily. And when it comes to consuming eggs it requires 500,000 dozen every 24 hours or seven million cases per year that Madam Hennery lays—and some of these eggs are good.

New York is restless, always in a hurry, never content with a single day's performance. It is always striving for greater things and ready to tear down a good sized building to replace it with something more modern. Out of this rapid mode of living has come a shorter meal hour, the lunch counter and the soda fountain—purely an American idea. Out of a total of 70,000 soda fountains in the United States that dispense light lunches, New York alone supports 1,646.

During the period of the World War, when it became necessary to preserve the nation's food supply, the Broadway Association appointed a committee to examine the channels of food waste. As chairman of this committee, an examination was made of thousands of garbage cans. The results were astounding to the committee. There was hardly a single can in which we did not find at least a quarter of its contents excellent food.

The committee read its report to the Board of Directors, and the result was the passage of a law making it a misdemeanor to waste pure food. Several arrests immediately followed the violation of this act.

There is a food waste in New York of at least one eighth of a pound per person daily, making an approximate loss of at least 750,000 pounds of food value each day, or for a family of eight, one pound per day.

Government experts estimate that 43 cents of every dollar earned by the average family is spent for food; 13 cents for clothing; 5 cents for furniture and furnishings and 15 cents represents the expenditure for various items such as education, amusement, luxuries and savings. Comparing the 43 cents spent for food with the amounts given over to other important items, the cost of "Our Daily Bread" is emphatically at the top of the list and at once becomes our favorite indoor sport.

It is estimated by the department of markets that some ten million pounds of food are annually condemned in New York by reason of the wastage by the unprotected methods and the lapse of time between the receipt of the product until it reaches the retailer.

The municipality has undertaken the development of a wholesale terminal market for which it has appropriated twenty-two and a half million dollars and it hopes to reduce the marketable costs of food products by scientific handling.

Let me leave this one message with you. The American people should constantly strive to waste less and save more. America has been endowed with a great abundance from the fields and the depths of the sea to sustain mankind. There should be a frequent period of thanksgiving to Him who watches over His children that they may continue to live and enjoy the prosperity that is now ours.

THE GREAT DEPARTMENT STORES OF BROADWAY

By P. L. RYAN

Director of the Broadway Association



On Broadway—these two words are filled with intense human interest and convey the same meaning to millions of people in the United States and elsewhere. Whether spoken of with reference to the play hit of the hour on the “Gay White Way” or our financial institutions, hotels or stores, those words always bring to mind this wonderful street—Broadway—the main artery of commerce of this greatest city of the world.

Broadway has figured in the history of “Little Old New York” from its very beginning when New York had but a handful of people.

I must forego telling many of the historic and stirring incidents in the life of Broadway, and limit myself to the space allotted for the story of “The Department Stores of Broadway.”

Macy’s, with which I am connected, is but one of a number of magnificent stores of which New York may feel justly proud, and which are principally located in the midtown shopping district. For generations New Yorkers have come to Broadway to shop in stores of unsurpassed excellence. We could not well discuss the subject without starting with the interesting career of one of New York’s greatest merchants, who began on Broadway about one hundred years ago. I refer to Alexander T. Stewart, whose remarkable genius built up a business which continues to this day. Stewart came to New York in 1823 after graduation from Trinity College, Dublin. He was for a time a teacher of modern languages in New York. Stewart had loaned money to a friend to stock a dry goods store, but as the friend found himself unable to open the business, Stewart took it over. In a small store at 283 Broadway with his sleeping room in the

rear, Stewart began the business which grew eventually until he became known nationally as the Merchant Prince of his day. About seventy-five years ago Stewart erected the building which now stands on the east side of Broadway between Chambers and Reade Streets. There he carried on a wholesale and retail dry goods business, then the largest in the United States. During the Civil War he established a retail store on the Randall Farm, at Broadway and 10th Street, and gradually increased its size until he occupied the entire block extending from Broadway to 4th Avenue. The Chambers Street Building was devoted then to wholesale business only. The store at Broadway and 10th Street was considered at that time to be of a most palatial character. After Stewart's death in 1876, the business continued, but lacking the genius of its founder, it did not prosper until John Wanamaker became the owner in 1896. Since then the business has expanded until now the old Stewart Building is but a minor part of the great modern Broadway department store of Wanamaker's.

There are interesting histories of other retail merchants of the early days, whose names figure prominently in the annals of this great city, which might be told if space permitted.

While the great shopping district has moved northward, there are still on lower Broadway such institutions as John Daniel and Sons at 9th Street, an honored firm dating back to Civil War days; and James A. Hearn & Son, once on Broadway, but for over forty years a feature on 14th Street.

Twenty-five years ago the finest shopping district of New York was on 14th and 23rd Streets, and along the stretches of Broadway and 6th Avenue between those two streets. For about thirty years that district had been the home of such well known names as Tiffany, Arnold Constable, Lord & Taylor, and Sloane's, all on Broadway, Macy's and Altman's on Sixth Avenue, and McCreery's, Stern's, and Best & Co. on 23rd Street.

Suddenly a revolutionary change occurred beginning with Macy's shift from 14th to 34th Street. Looking back now, it seems as if it took place over night. These establishments serving millions, vanished from their old homes and reappeared

housed in much finer structures in the midtown district on Broadway, Fifth Avenue, 34th and 42nd Streets.

Unquestionably these leaders of business saw that the present shopping district afforded advantages, and once the movement started, it swept along with irresistible force until the old shopping center was no more. When this change took place a number of prominent firms located in the Sixth Avenue district ceased to exist. Among them were Siegel-Cooper, O'Neill's, Adams, Ehrich's and Simpson-Crawford.

It is interesting to consider why these conservative enterprises with millions invested should have taken up their abode in an entirely new and untried territory. The foresight and keen business judgment which inspired these merchants to risk their fortunes in converting a largely residential district into the world's greatest shopping center, compels our admiration.

Department stores are not a neighborhood business. Customers are drawn from the entire surrounding country. A very important factor determining the location of a modern department store in a city like New York is transportation facilities to enable the shoppers to reach the store with the greatest convenience. The surroundings must be attractive, to the women shoppers particularly. These important elements are always in the minds of those who direct the department stores.

The astute men at the head of these stores had vision. We observe now that their action was warranted. Today we see the magnificent Pennsylvania Terminal a block from Broadway, and the Grand Central Terminal pouring millions of travelers annually into this new shopping district. The finest hotels in the world are also in close proximity. There are rapid transit lines carrying people to Broadway from all parts of the Metropolitan district. We realize now the advantages of the new location, and the developments which have taken place indicate that the change was wise and well justified.

One of the industrial landmarks on Broadway today is the store of R. H. Macy & Co. Inc., the history of which dates back to 1858 when Rowland H. Macy came to New York from Massachusetts and opened a modest business at 204 Sixth Avenue

between 13th and 14th Streets. Mr. Macy had one controlling principle of business from which he never deviated and to which Macy's of today strictly adheres—the policy of selling and buying for cash. In 1877 Mr. Macy died. A few years before his death he had entered into a plan by which L. Straus & Sons, manufacturers and importers of china, occupied a portion of the Macy store. From that connection there followed in about twenty years the purchase and control of Macy's by the two brothers, Isidor and Nathan Straus, and they continued it under the firm name of R. H. Macy & Co. In 1900 the owners decided to move to Broadway and 34th Street. This decision undoubtedly marked the beginning of the movement which 15 years later changed the retail shopping center of New York.

The tragic death of Isidor Straus in the sinking of the Titanic in 1912, resulted in placing the control of Macy's in the hands of his three sons. The remarkable advance of Macy's in the past ten years must be attributed in a large degree to the guiding genius of these sons, Messrs. Jesse Isidor Straus, Percy S. Straus and Herbert N. Straus, who are the company's principal officers.

In 1923 Macy's made an addition to their store which is fully half again the size of the original building and marks a high achievement in modern merchandising. This establishment at certain periods of the year employs upwards of ten thousand people which in itself represents the population of no mean city.

The vast business in ready-to-wear garments did not exist 50 years ago. The department store came with the spirit of the times which brought good roads, the automobile, the telephone, and other modern inventions which save time and labor and make our public service more efficient.

The desirability of Broadway for department stores is strongly indicated by the action of Gimbel Brothers in locating at Broadway from 32nd to 33rd Streets and Saks at 34th Street and Broadway. Both had been for many years in business in other cities. Gimbel Brothers conducted one of the big department stores in Philadelphia, and about 1910 they erected the mammoth New York store which they now occupy. Saks & Co.

a few years earlier came from Washington, D. C. Both are now among the leading New York stores.

On Broadway uptown in the 70's will be found the department store of Oliver A. Olson, Inc. Although not competing in size with big stores, the Olson establishment ranks high among the merchants of New York.

The Broadway Association is zealous in broadcasting the opportunities which our thoroughfare has afforded our merchants. Broadway has kept pace with the growth of the city and is today more attractive than ever to the vast population of our Metropolitan District.

THE PARKS ALONG BROADWAY

By JOHN E. GRATKE

Managing Director Broadway Association



There is no portion of a city that is more important than its open park spaces, and particularly when they are to be found in the midst of a great throbbing business center like New York.

In addition to being a show place, Broadway is a living exposition of the arts and industries of the modern world and points with pride to its many and diversified public grounds, where the air seems to be a little brighter, the green a bit more inviting and the opportunity to relax awhile in

the heart of a busy world never seems to lose its attractiveness.

Credit is due to the Broadway Association for having undertaken to give a supervising eye toward maintaining these beauty spots along the entire length of Broadway for the benefit of the public.

A great city oftentimes is neglectful of its civic duties because of the maze of the intricate problems which confront the municipality as the days go by. But New York with all its teeming millions, still holds dear to its heart that which a wise and provident administration founded for the health and happiness of its people and it does take care of its parks and playgrounds; to the credit of the present generation it values as almost sacred the public grounds that grace its great avenue of commerce.

The parks along Broadway have contributed much to the peace and happiness of the children of Father Knickerbocker. Commencing at Battery Place, where Broadway really begins, there is no spot on earth that has played a greater part in the history of a nation. Here is where over eight million sturdy sons of the old world landed as immigrants in Castle Garden to aid in making a new world of America.

Following in the path of travel northward through what is now affectionately termed the Grand Canyon on account of the towering buildings that line each side of Broadway, we come to Bowling Green. This is a little oasis protected by an iron fence that was made in England. At one time Bowling Green served as a meeting place where the inhabitants of New Amsterdam bowled on the green as their main outdoor amusement.

Old Trinity and St. Paul's in the financial district afford two sacred park spaces with which is combined a silent city marking the resting places of many notable sons who have gone before.

City Hall Park stands out boldly in American history. It was here that General George Washington and his staff first heard the reading of the Declaration of Independence.

Union Square near 14th Street is graced with a new skyline since its pioneer days which still has the ear marks of the old flower market, where the square became the centre for the sale of Easter Lilies each year during the birth of Spring. Custom has changed New York and flowers are no longer sold at Union Square. The greater space is taken over for parking automobiles. Yet Union Square reflects the spirit of the floral kingdom by its many beautifully kept flower beds.

Madison Square is where Broadway crosses Fifth Avenue. At this point the triumphal arch was erected to commemorate the victory of Admiral Dewey at Manila Bay. For years Madison Square Garden attracted the notables of two continents to this section. This great coliseum closed its national career in 1925 when the Democratic Convention adjourned.

Herald Square is where Broadway crosses Sixth Avenue and is graced by a statue of Horace Greeley and often referred to as Greeley Square. Here is where the crosstown traffic meets the Hudson tubes that lead to the heart of Jersey City and where the Pennsylvania terminal directs its great tide of humanity into the heart of Manhattan.

Times Square is where Broadway crosses Seventh Avenue and is the distributing point for the great 42nd Street crosstown traffic, the Grand Central terminal and the converging point of the two great subway lines. Times Square cannot lay claim to having a single blade of grass, but its activity above and below

the street surface leaves its daily impression as being one of the busiest spots in all the world.

Columbus Circle is where Broadway crosses Eighth Avenue and is the gateway to Central Park, which is New York's outstanding natural work of art. Central Park contains nearly 850 acres of land, and is the admiration of every one who has the good fortune to enjoy its winding walks, row upon its lakes, or drive through its eleven miles of smooth paved parkways.

Beginning at Columbus Circle Broadway presents a different picture going northward from that seen in the midtown section. Here are park spaces in the center of Broadway continuing the entire length of each block extending from 59th Street on the fringe of the Circle to a point at 106th Street. These park spaces add much to the dignity of Automobile Row and the hotels and apartments that grace the thoroughfare. In this district one can always admire Lincoln Square and Sherman Square as symbolic of the memory of two great American statesmen.

Broadway can also lay claim to having additional park grounds by the presence of Columbia University and its magnificent setting.

Near where the City of New York ends is Van Cortlandt Park, one of the largest public playgrounds in the Metropolitan area and it supplies a fitting welcome to the tourist entering the city who motors from the inland empire. Van Cortlandt Park with its hundreds of acres of rolling hills and mantle of green is to Manhattan on the north what the Statue of Liberty is to the harbor on the south—the gateway to the metropolis of America.

The Broadway Association is delighted to announce that it has organized an observation squad for the protection and improvement of the park spaces within its jurisdiction. Whenever a misdemeanor appears or an encroachment is attempted against the better usage of the parks, prompt notice is given to the park commissioner for its immediate correction.

Our parks are here for you to enjoy when you come to New York. May I leave this closing thought with you. Let us strive to make our civic pride so shine that we will always hold the highest respect and forever preserve our public park spaces for the benefit of this and future generations.

HISTORIC BATTERY PARK

By WILLIAM BRADFORD ROULSTONE

Founder of the Battery Park Association



Angelo Studio, N. Y.

The Battery is the choice spot of park land owned by the City of New York. From there the panorama of our superb bay, which is the source of so much of the wealth of the metropolis, is seen as from no other coign of vantage. From under the shade of the Park's surviving trees we may see the ships of the world bringing to America the products of the four corners of the earth. It was at The Battery the Stars and Stripes first flew to the breeze upon the memorable event when the last armed foreign troops evacuated our country. In the archives of the New York Historical Society there is an old colored cartoon of the American Eagle driving the English Lion aboard ship at this point of land.

The Battery originated in 1693, during the progress of the war between France and England. The Battery, although not then so named, was built at that time, as a fort to protect Manhattan from attack by landing parties.

The ground originally, of course, was part of that land bought by the Dutch from the Indians. The British took it from the Dutch. After the Revolution, it became the property of the sovereign State of New York. In 1790, by act of the Legislature, the City of New York acquired it from the State. That act dedicated The Battery purely to public uses, never to be sold or appropriated to private use.

Old records reveal that in 1794, thirteen guns were placed on The Battery on a stone platform "en barbette" pointing out over the bay, and a flagstaff rose from their midst.

In 1808 that part of The Battery then known as Fort Clinton,

was granted to the United States. When Fort Clinton was built, it was surrounded by water and reached by a bridge thrown across the intervening water from The Battery. Fort Clinton, or, as later known, Castle Garden, is now familiarly known to us as "The Aquarium." Later the Federal Government reconveyed Fort Clinton to the City of New York. In 1892 the Sinking Fund Commissioners transferred the Aquarium to the jurisdiction of the Park Department of the Borough of Manhattan where it has since remained.

Adjoining was a property known as Government House block, owned by the United States. In 1813 that property was sold to the city, but the sale restricted the city's right to resell the ground or use it for any other than public purposes. Presently this act was repealed and the land was sold to private persons. The interesting thing about the sale of Government House block to private persons was that when the city sold it the deeds of conveyance included a covenant running with the land to the effect that The Battery itself should never be used for private purposes. It was this covenant which was relied upon as the basis for a suit to prevent the erection of the elevated railroad in Battery Park in the case of *Spader vs. N. Y. R. R. Co.* (3 Abb. N. C. 467). Up to 1821 Battery Park contained nine and a half acres. In that year the Legislature authorized the city to extend The Battery 600 feet into the bay and the North and East Rivers "for public purposes forever," and, says the statute, "without any power to dispose of the same for any other use or purpose whatsoever." In 1822 General Scott, on behalf of the United States, surrendered to the City of New York possession of the adjoining Government House block. Battery Park, thus, is made up of a consolidation of properties. It now contains about twenty-one acres.

Battery Park should be the landing place of distinguished guests and visitors and the noble gateway to New York. When fashion ruled in its neighborhood during the days of Peter Minuit and Peter Stuyvesant, and other brave leaders of that time The Battery was the favorite resort of citizens. No disfiguring elevated railroad then blocked off the view of the harbor. Time was when Lombardy poplar and Sycamore trees graced the area and

the broad expanse of the waters of the bay was not clouded by smoke. Even today, beclouded as it is, one cannot find a view equal to that from The Battery, showing the surrounding harbor, the shores, the Statue of Liberty, the constantly passing vessels, which lend animation to the scene.

From The Battery, by measured tread, started the funeral procession of the Father of Our Country. Here, in the presence of some 6,000 persons, the famous grand "fete and gala" was given Lafayette on his second visit to the foreign country for which he fought. The scene was described as "far transcending in splendor any pageant ever before witnessed in the United States."

Many of America's leaders are in various ways associated with the historic spot.

Here, too, Jenny Lind made her American debut. When she sang "Home, Sweet Home," on that occasion, Daniel Webster, who was present, rose, it is said, with tears in his eyes and turned to John Howard Payne, the shy author of the song, speechless with awe at the inspired revelation of Home which her song gave.

The Custom House records show that over 8,000,000 immigrants have passed through this haven of refuge to make their new home in the promised land.

Washington Irving said of the Battery,

"Originally this point of land was fortified by the Dutch who threw up embankments on which they placed some pieces of cannon. In process of time it came to be pleasantly overrun by a verdant carpet of grass and clover and their high embankments were shaded by wide spreading Sycamore trees among whose foliage little birds sported, rejoicing the ear with their melodious notes."

It is suggested that perhaps the ideal form of landscaping for The Battery would provide mainly for grass and trees; otherwise, openness. The chief value of the Park is the provision of an open area from which can best be seen the superb panorama which is here on view day and night. There can be nothing save advantage in restoring and conserving it, and placing there reminders of its glorious and historic past. It merits rehabilitation.

That is why, in 1926, the Battery Park Association was formed.

The Battery Park Association hopes to induce the city eventually to eliminate all objectionable buildings and structures, to discourage the erection of any additional structures in the Park, and to re-landscape it and preserve it. The Park should be preserved as a great vestibule, a noble entrance to the city. It has been suggested that it would be appropriate to erect a new flag pole at The Battery, surround it with thirteen revolutionary guns, suggestive of the original colonies. It would seem equally appropriate that the Federal Government be requested to direct the commanding officer on Governor's Island to send a detail of soldiers to raise the flag at sunrise, and another at sunset to lower it; or that this function be taken over by New York State troops. Indeed, it would not be inappropriate to invite each of the original thirteen states to contribute a revolutionary cannon to this historic spot.

FAMOUS BROOKLYN BRIDGE

By WILLIAM H. BIRD

Assistant Managing Director, Broadway Association



The story of the building of Brooklyn Bridge is in reality a Tale of Two Cities. It reads like a page from the Arabian Nights. It has thrilled the engineers of two continents, has been admired by statesmen from every quarter of the globe, has been used by rich and poor without price and has received more encomiums in the press than has any other single artery of commerce known to mankind.

New York is a city of many bridges.

In fact, there are forty-seven public bridges under the jurisdiction of the Department of Plants and Structures.

The Broadway Association is interested in all of them because they provide a continuation of our many traffic arteries through our sister boroughs. There are two bridges, however, close to the hearts of our Association, one, rather small in comparison with the other. Nevertheless it is important because it spans the Harlem River permitting Broadway to wend its way to Albany, the capital of the State.

About 1858, the subject of a suspension bridge between New York and Brooklyn began to be agitated. Its earliest advocate and probably original projector was Colonel Julius W. Adams. His first idea was to span the river from Brooklyn Heights at Montague Street to Broadway, Manhattan. Money and courage were found wanting but nevertheless Colonel Adams never lost interest in the subject and finally found an appreciative listener in the person of William C. Kingsley. He in turn interested a few others among whom were Senator Henry C. Murphy and Hon. J. S. T. Stranaham, and steps were immediately taken to forward the project. A new plan was then devised by Colonel Adams

which contemplated a bridge from Fulton Ferry, Brooklyn, to Chatham Square, Manhattan. It was a light and comparatively inadequate structure but friends of the enterprise succeeded in getting the Legislature to grant a charter to the New York and Brooklyn Bridge Company in 1866. An Act of Congress was also obtained giving the company permission to bridge an arm of the sea. As soon as the sanction of the law and the favorable verdict of the two cities was obtained, all eyes turned to the master bridge builder of the world, John A. Roebling, who had just completed the great bridge over the Ohio River at Cincinnati. Mr. Roebling's services were obtained and he established his headquarters at Brooklyn, where he finally produced plans and specifications which were substantially followed. Their wonderful accuracy was never doubted, but the modest Mr. Roebling insisted upon a council of engineers to revise them. The consulting engineers expressed complete satisfaction after careful study.

Roebling had made bridges a study and he declared in favor of the suspension principle for heavy traffic when the greatest living authorities had condemned it as costly and unsafe. When he undertook building a suspension bridge for railway use he did so in the face of the deliberate judgment of the profession, that success would be impossible. Stephenson, a renowned bridge builder, had condemned the suspension principle and approved the tubular girder for railway traffic. But it was the Nemesis of his fate that when he came to approve the location of the great tubular bridge at Montreal he should pass over the Niagara River in a railway train on a suspension bridge designed by Roebling which he, Stephenson, declared to be an impractical undertaking.

In 1869 between the completion of the Brooklyn Bridge on paper and the inauguration of construction Mr. Roebling died. His son, the late Colonel W. A. Roebling, who was already associated with the work, enjoyed the confidence and shared the ability of his father, was appointed chief engineer and actual construction on Brooklyn Bridge was commenced January 2, 1870.

Colonel W. A. Roebling, in the springtime of youth, with friends and fortune at his command, gave himself to his country

and for her sake faced death on many a well fought battlefield. When restored to civil life his health was sacrificed to the duties which fell upon him as the inheritor of his father's fame and the executor of his father's plans. He lay in the shadow of death praying only for the completion of the work to which he had devoted his life.

Though Brooklyn Bridge looks like a motionless mass of masonry and steel, there is not a particle of matter in it which is at rest for a second. It is an aggregation of unstable elements changing with the temperature and with every movement of the heavenly bodies. The bridge elongates and contracts between the extremes of temperature from 14 to 16 inches; the vertical rise and fall in the center of the main span ranges from two to three feet.

It is 133 feet above high water and was so designed to allow old clipper ships with their high masts to sail under it in the clear. The span of the bridge is 1595 feet. Its total length with approaches is 6016 feet. It is suspended by four $15\frac{3}{4}$ inch cables which weigh 3600 tons. The bridge was opened to the public with a grand celebration on May 24, 1883, but not until January 23, 1898, did a surface railway car ride over it. Another ten years rolled by before the "L" railway was operating.

It required an outlay of more than \$7,000,000 to purchase the land necessary for approaches and nearly \$18,000,000 for actual construction, the total cost reaching over \$25,000,000.

A summary of the traffic count made on a November day in 1922 reads like the census figures of some of our neighboring cities. It required 9,639 surface and "L" cars to carry over 200,000 passengers. Vehicles, including automobiles, numbered over 8,500 and 3,263 pedestrians walked across it. In all, the total number of 216,923 persons crossed the bridge in a twenty-four hour period, four years ago.

The number of persons who crossed over all the New York bridges during the year 1922 makes up the amazing figures of 658,158,080 passengers and 770,720 vehicles.

An unknown author writes, "Did you ever stop to think what beautiful friendly things bridges are? How these wonderful structures that 'arch the flood,' make for the brotherhood of

mankind and bind together all branches of the human family? How they constantly beckon us on, urging us to become better acquainted with our neighbors? What a factor they are in removing all narrow and provincial antipathies? How they facilitate the interchange of the various productions of Nature and Art? MacCauley says, 'Of all inventions, the alphabet and the printing press alone excepted, these inventions which abridge distance, have done most for the civilization of our species.' Walls are built to keep people out, bridges to bring them closer together. The world is better for every bridge that is built. They are the golden links in civilization's chain."

While Brooklyn Bridge has stood the test of over half a century, let us remember that this great span of steel has made a mighty contribution to modern civilization in the form of friendship and stands today a living tribute to architectural beauty and in many respects is one of the mechanical marvels of the age.

Let me leave this closing thought with you. Every local chamber of commerce, board of trade or civic association can be likened unto a great bridge. They are avenues of thought cementing the friendship of communities. Through them governing officials feel the pulse of the nation. By their presence men receive the unbiased opinions of the business world, often affecting the welfare of a whole nation.

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